# THE AMERICAN HOME

OCTOBER · 35¢

PROPERTY OF THE LIBRARY OF THE
WOMAN'S COLLEGE
UNIVERSITY OF NORTH CAROLINA

*SERVING OVER 3,200,000 HOMEMAKING FAMILIES*





## 2 *Young Wives Shop Same Fabric— SEE What Happened!*



ON A DIET

HAS 500 EAGLES!

ADD-ON KITCHEN

# Does your bathroom pass the Cannon Guest Test?

Cannon towels in new Carefree colors and designs help your bathroom score with company, with the family, too!



*1.* **ARE YOU A MODERN HOSTESS?** You'll be one when you have these new Cannon Sun Beau towels with soft, washable luster borders. They'll prove you are up to the minute on the latest glamour style! Can you name three other modern aids to gracious entertaining? Score 10 for each.



*2.* **ARE YOU A THOUGHTFUL HOSTESS?** Study these hospitality clues. One, the handy shelves full of Cannon fingertip terries. Another is the forget-me-not printed bath towel. Like all Cannon towels, it never wears out its welcome. It just wears well! Find 2 more clues. Score 10 each.



*3.* **ARE YOU A FARSIGHTED HOSTESS?** If you're ready for company at the ring of the doorbell, you've got plenty of fresh, pretty Cannon towels. You stock up on new Cannons every season — try new colors, new designs. Beside towels, what two clues in this picture show how you think ahead? Score 10 for each. See answers below.



*4.* **ARE YOU A CLEVER HOSTESS?** If "yes" then you know the magic that fluffy white Cannon towels work in a color scheme. And if you're clever with a needle, you can make your towels more inviting with monograms. (Write for free leaflet on unusual ways to personalize your towels.) There are three other inspired ideas here. Score 10 for each

SCORE YOURSELF:

Powder puffs, facial tissues, extra towels: 30 points • 2. Make-up mirror, hand lotion: 20 points

Fresh flowers, hand mirror: 20 points • 4. Bath salts, fresh soap, water pitcher and glass: 30 points

TRADE MARK CANNON

CANNON MILLS. INC., 70 Worth Street, New York 13, N.Y. · Towels · Sheets · Bedspreads · Draperies · Stockings · Terry Cloth

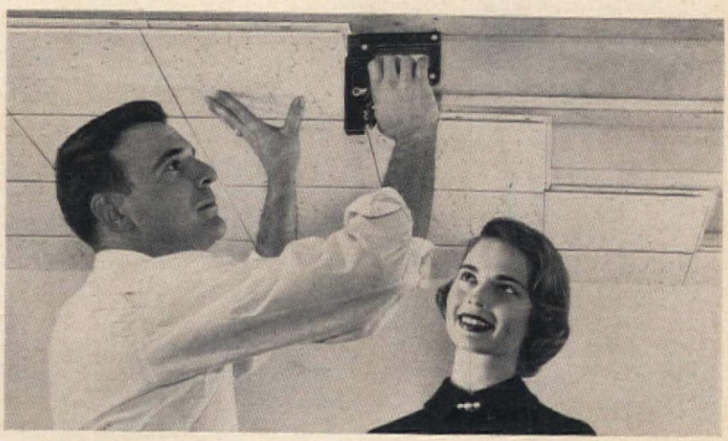


**Have you taken the 4-second sound test?** Next time it's noisy, put your fingers in your ears. Notice how quiet and peaceful it suddenly becomes. That's how the beautiful new Armstrong Textured Cushiontone Ceiling can hush noise in your home.

# How to end ceiling problems and enjoy sound-conditioning at no extra cost



**PROBLEM:** Unsightly cracks have suddenly appeared in your ceiling, or perhaps the paint has peeled, or the ceiling is stained. Fix it? Sure. But, oh, how you dread the mess of plaster repairs and the bother and expense of repainting. Wouldn't it be nice if you could put an end to messy ceiling problems once and for all—and *sound-condition* your room at the same time—at no extra cost? Well, you can! The solution at the right tells how.



**SOLUTION:** Install a beautiful new Armstrong Cushiontone® Ceiling right over your old ceiling. Cracks disappear forever and you *sound-condition* at the same time. Cushiontone absorbs up to 75 per cent of the noise that strikes it. See your Lumber or Building Materials Dealer for Cushiontone Ceilings. He'll tell you how to put them up. Or, if you want Cushiontone installed, call your Armstrong Acoustical Contractor. Both are listed in the Yellow Pages.

For free book that shows how to quiet and beautify your home, write Armstrong Cork Company, 5710 Clark St., Lancaster, Pa.

**Armstrong CEILINGS**




It's a mistake to believe that a fabric pattern is either "modern" or "traditional" and therefore limited in use. This month, in the feature "Two Young Wives Shop Same Fabric," we show how two women, of different tastes and temperaments, used the same fabric pattern with completely different results. To see what happened, turn to page 61. Photo by F. M. Demarest.

# IN THIS ISSUE

October 1957 Vol. LVIII, No. 5

## Arts and Crafts


11 Halloween Fun
111 A Portfolio of American HOME Patterns
130 How to Make an Espalier Lamp
146 Pattern Order Form


## Decorating


16 500 Eagles in a Hayloft
27 Case of the Hidden TV
61 Two Young Wives Shop Same Fabric
64 Have Fun—Play "Paper Dolls"
73 Glory of Autumn
139 The Washburn De Mottes Live Here
149 How to Kick Up Your Heels
152 Divide and Multiply


## Homes and Maintenance


72 How to Overdo-it-Yourself
76 We Began Planning Our Cincinnati Home in Alaska
106 For Less than $100
118 How to Install a Ceiling Fixture
120 To Have—or Not to Have—a View
122 Tradition in a Warm Setting
124 Cape Cod Goes to Lynchburg, Va.
128 How to Make a Corner Caddy
132 Up-to-Date Upstairs Bathroom
142 How to Handle the Rain on Your Roof
144 The Handiest Hammer


## Foods, Kitchens and Entertaining


66 Add-on Kitchen
74 One on a Diet
80 Good Victuals
82 To Slice Ham
88 Convertible Candelabra
88 How to Iron Your Ruffled Curtains
90 Take a Can of Pears
96 Family Food
98 Eggs are Eggs But Size Makes a Difference
101 Use Your Dryer for Fall Fresh-up
101 It's Lunch-Box Time For the Young Ones
102 They're New, Plastic and Tubbable
108 Is Your Sponge Showing?
147 How to Crystallize Flowers


## Features


6 Readers' Exchange
12 Be Merry and Safe
14 "Mom, do we have to play outdoors?"
22 If You Must Sell Them . . .
29 40 Million on the Move
30 Market Place
148 Where Credit Is Due
154 Look, It's New!


## Gardening


56 Make a Woodland Terrarium
70 Indoor Plants
135 Remodel Your Lot
136 Do Your Transplanting in the Fall



**MRS. JEAN AUSTIN**
The Editor

•

**MARION M. MAYER**
Executive Editor

**ROBERT HOUSEMAN**
Editorial Administrator

**WILLIAM LANYON**
Managing Editor

**WILLIAM R. BOWMAN**
Art Director

**EDWARD FORTUNA**
Art Editor
**WILLIAM NIGHTINGALE** Associate

**HUBBARD H. COBB**
Building Editor
**JAMES W. BRETT** Associate

**MRS. JUNE M. TOWNE**
Food Director
**VIRGINIA SCHROEDER** Associate

**EDITH RAMSAY**
Home Equipment Editor
**VIRGINIA THABET** Associate

**MRS. GERTRUDE BROOKS DIXSON**
Home Furnishings Editor

**MRS. MARY E. MONZE**
Decorating Editor

**THEODORE A. WESTON**
Garden Editor

**MRS. GERTRUDE BRASSARD**
Table Merchandise Editor

**MRS. DOROTHY L. BRIGHTBILL**
Pattern Editor
**KNUTE HEINZ** Associate

**MRS. HELEN DE MOTTE**
Market Place and New Products Editor

**HELEN SCHMIDT**
Copy

**ROBERT J. MAHN**
Production Manager

**FERDINAND D'ESPOSITO**
Editorial Production Coordinator

• • • • • • • • •

Editorial Assistants

ANN QUE BROWN, Home Equipment; ELSIE ANGERSON, Food; JEANNE BEECHER, Home Furnishings; JEANNE G. WEEKS, Patterns; HELEN SCHWARTZ, General Editorial; JACK R. LARSEN, JULIA SAVARESE, Editorial Production.


# COMING IN NOVEMBER



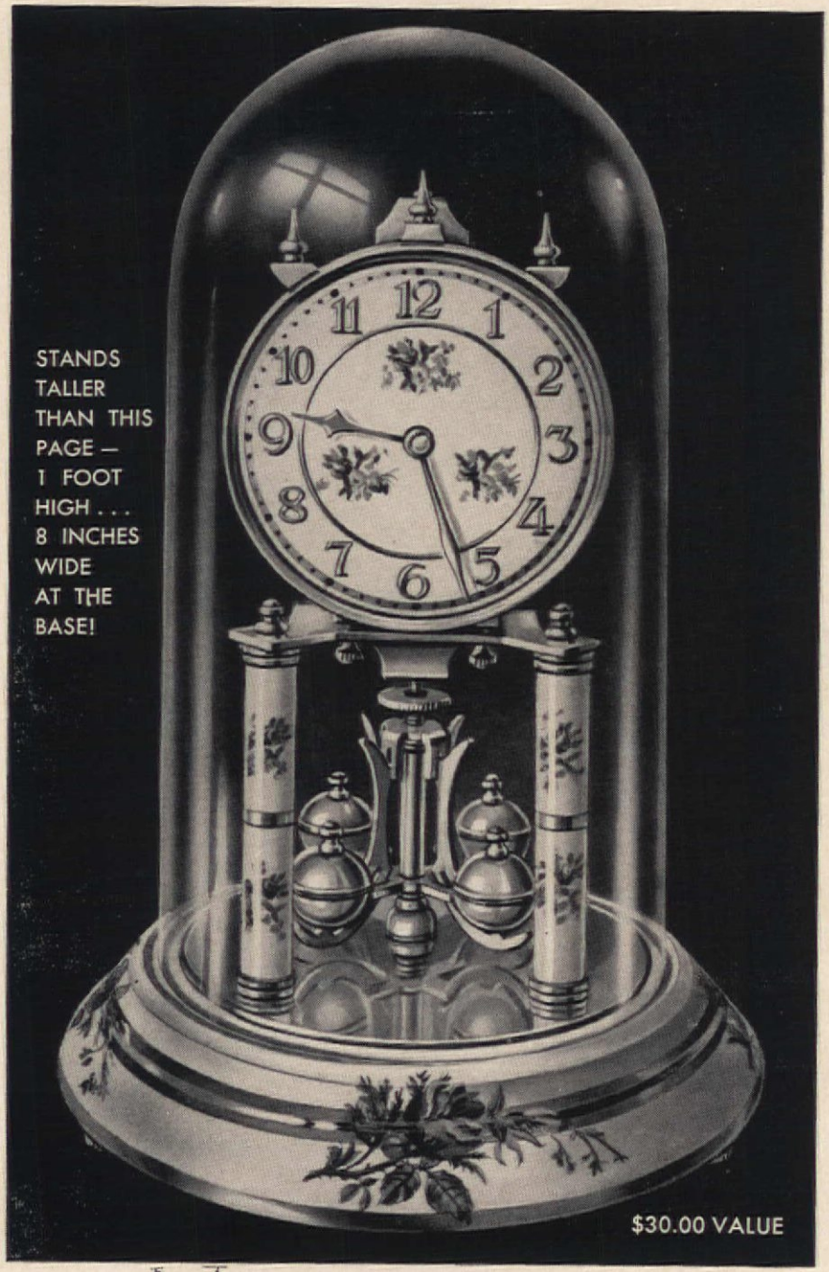
TO GET YOU IN THAT CHRISTMAS SPIRIT, next month's American HOME includes a gala Holiday Portfolio of decorations for your windows and doors that *you* can make—a baker's dozen in all—designed to bring the Yule inside and outside your home. We also show you a dozen ways you can use your American HOME Bird Prints, either framing or painting them on accessories and furnishings. And we urge you to cut out more "paper dolls" (see page 64)—only this time it's to give you designs for your floors. All this, and lots more—you'll find waiting for you in November.



The American HOME. October, 1957. Vol. LVIII, No. 5. Published monthly by the American Home Magazine Corporation, 300 Park Ave., New York 22, N. Y. W. H. Eaton, Chairman of the Board; Jean Austin, President-Secretary; Theodore F. Gloisten, Vice President-Treasurer; Warren C. Agry, Archa Knowlton, Marion M. Mayer, Arthur Sherrill, Foster Willett, Vice-Presidents. Executive, Editorial and Advertising headquarters, 300 Park Ave., New York 22. Subscription Department, American Home Building, Forest Hills 75, New York. Copyright, 1957, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office. Subscription price in United States, Canada, and Pan American countries $3.00 a year; 2 years, $5.00; 3 years, $6.00. All other countries, add $1.00 per year for extra postage. Entered as second-class matter December 31, 1935, at the post office at New York, N. Y., under the Act of Congress, March 3, 1879. **POSTMASTER:** Send notices by Form 3579 to American Home Bldg., Forest Hills 75, New York.

# *This Magnificent* 400 DAY CLOCK

DIRECT BY MAIL FROM WEST GERMANY




# FREE!

**If you join the exclusive Deluxe Around-the-World Shoppers Club NOW!**



TO demonstrate the *high quality* and *value* of the new Deluxe Around-the-World Shoppers Club gifts sent to members each month from abroad, we want to send you this fabulous, hand-decorated 400-Day Heirloom Clock—a verified $30 retail value—direct to your home from the fabled Schwarzwald of West Germany, if you join the Club now. Your *free* Heirloom Clock is one of the most beautiful and ingenious time keepers ever designed—stands a full 12" high and 8" wide at the base. Made by world famous craftsmen, it will keep accurate time for 400-days without winding! Enclosed in a clear bell glass case, the shining brass works are accented by ivory enameled pillars and base —decorated with dainty hand-painted flowers to blend with all decors.

**Beautiful, useful gifts, valued up to $10 each. . . . Yours from all over the world for only $2.75!**

Imagine yourself shopping the world with travellers who know where the finest merchandise and biggest bargains are. Imagine examining and selecting the very choicest gifts in interest, usefulness, beauty and value from foreign lands—among the Old World Workshops, the exotic bazaars, the tribal villages! Each gift a true example of skilled craftsmanship and a value guaranteed to be more than satisfactory to you in every instance.

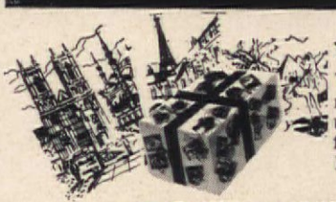
### A THRILLING NEW SURPRISE EVERY MONTH

To introduce you to the thrills and enjoyment of shopping abroad, we will send you this magnificent 400-Day Heirloom Clock that will be a constant source of interest and pride in your home. Then, as a member of the *new* and *exclusive* Deluxe Around-the-World Shoppers Club, each month you will continue to receive a surprise package from another strange, interesting and distant land—*postpaid and duty free!*

Think of the fun of receiving such exotic "surprise packages" month after month! It is like shopping around the world and bringing these strange far-off lands right into your home. And with each exciting gift that arrives from a foreign country, will come a colorful, interesting brochure telling the story of your gift, to add even more glamour to your shipment.

### EXTRA REWARD FOR JOINING NOW!

If you come aboard our magic carpet *now* you will receive the magnificent 400-Day Heirloom Clock direct from West Germany, as your bonus gift with your membership! It is our *FREE GIFT* to you! It costs you nothing but the $1.94 duty that the postman will collect when he delivers it to your door. (Additional duty is never required on any other gift). Our supply of clocks is limited. So, your membership must be received at once!



### YOU CAN CANCEL AT ANY TIME!

Your surprise gifts must please you or you may cancel membership at any time and the unused portion of your payment will be refunded in full. Even better, you may keep your 1st membership gift *free* if you are not thrilled!

### READ WHAT MEMBERS SAY ABOUT THE CLUB

"I haven't been disappointed in a single gift yet —and do not expect to be. Your buyers have perfect taste."
Mr. G.S., San Carlos, Cal.

"Each gift I have found most interesting and have not seen anything as attractive as they are in my travels."
S.P., Washington, D.C.

"Each gift has been in good taste, attractive and *something special*, just what I might have selected for myself. Values are remarkable."
R.K. McL., Waukegan, Ill.

### GIVE MEMBERSHIP FOR CHRISTMAS — THE MOST THRILLING GIFT OF ALL!

What a wonderful way to surprise and delight someone you love for Christmas—with gift membership in this exclusive Deluxe club! We'll send a handsome card announcing your gift at Christmas. Then month after month your exciting gifts from all over the world, will keep on arriving . . . a constant reminder of your thoughtulness and good taste. If you prefer, we'll send the magnificent 400-day Heirloom Clock to *you* rather than to your recipient. It will make a luxurious gift for someone else on your gift list, if you can bear to part with it! To make sure you receive this thrilling free bonus, act now!

**DELUXE AROUND-THE-WORLD SHOPPERS CLUB**
***831 Newark Avenue, Elizabeth, New Jersey***
**IN CANADA, WRITE: 811 CHATHAM ST., MONTREAL 3, QUEBEC**



### JOIN THE EXCLUSIVE DELUXE CLUB TODAY!

The magic purchasing power of the American dollar enables your Club to send you gifts worth as much as $10 each at a monthly cost of only $2.75 to you! It costs nothing to join—there are no membership fees or dues. You pay only for the regular monthly selections of merchandise on the six or twelve month plan. Order today. *Your satisfaction is guaranteed.*

### FOR FREE GIFT WITH MEMBERSHIP, MAIL COUPON NOW!

**Deluxe Around-the-World Shoppers Club**
**831 Newark Avenue, Elizabeth, New Jersey**

Please send me the beautiful 400-Day Heirloom Clock at once, as a **free bonus** and enroll me as a Member. Start my regular monthly shipments of club selections from foreign countries—all to be sent postpaid and duty free. I may cancel my membership and keep the first gift, with the compliments of the club; or I may cancel my membership at any time and you will refund the unused portion of the money I have sent.

I enclose $.....

☐ 12 Months Deluxe Membership—$33 (plus Bonus Clock free)
☐ 6 Months Deluxe Membership—$23 (plus Bonus Clock free)

NAME_____

ADDRESS_____

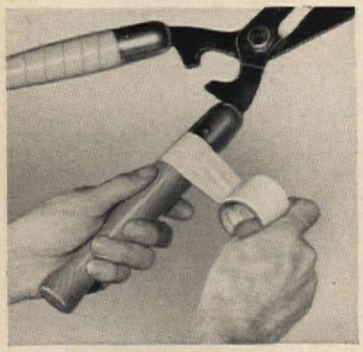
CITY_____ ZONE____ STATE_____

**NOTE:** If Membership is a gift, please print recipient's name and address on a separate sheet of paper, and make sure to state whether you or recipient is to receive your free bonus—the magnificent 400-Day Heirloom Clock.

Which "SCOTCH" Brand Tape do you need today?

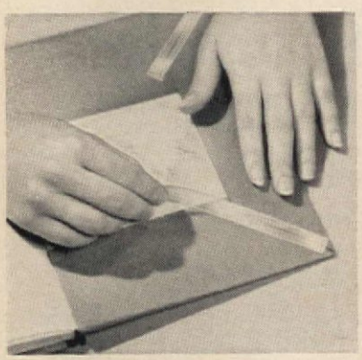


It's the Magic Touch of "SCOTCH" Brand Tapes



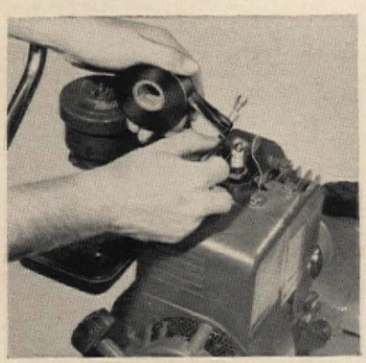



FOR WRAPPING HANDLES of garden tools—choose stretchy "SCOTCH" Plastic Tape. Thin but tough vinyl plastic makes smooth, splinter-free hand grip, and bright color identifies your tools, makes them easy to find. Get "SCOTCH" Plastic Tape in seven colors or new *clear* plastic—¾" width 25¢, 1½" width 50¢ at stores everywhere.






FOR HOLDING BOOK COVERS in place—use transparent, tight-sticking "SCOTCH" Cellophane Tape, clearer, stronger, lasts longer than any other cellophane tape. 15¢, 25¢, 39¢ rolls have handy self-dispenser; thrifty 59¢ roll fits desk, kitchen or hand dispensers. Handy for hundreds of uses at school, home or office. Got plenty?



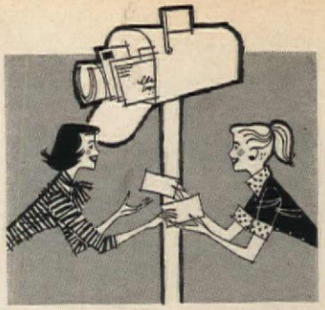



FOR WRAPPING IGNITION WIRES on power mowers, use tough, waterproof "SCOTCH" 33 Plastic Tape. Resists oils, acids, heat. UL listed for electrical work. Ask for "SCOTCH" 33 Plastic Tape—39¢ or 75¢—at your favorite store.

The term "SCOTCH" and the plaid design are registered trademarks of Minnesota Mining & Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N. Y. In Canada: P. O. Box 757, London, Ontario.

PRODUCTS OF 3M COMPANY RESEARCH

© 1957, 3M Co.

# READERS' EXCHANGE

## GOOD VICTUALS FAN

*Here's such a nice letter from Mrs. Boyer of New Orleans, I want to share it with you. She writes:*

I have never before written a "fan" letter, but I feel a compulsion to tell you how your "Good Victuals" article in the July issue of American HOME has impressed me. Indeed, this is not only a fan letter to you as author of the article and editor of the magazine, but to the Peter R. Edmonds of Minneapolis as well.

As a person who not only enjoys the adventures of good eating, but also the adventures of good cooking, I am always looking for interesting recipes. The first thing I turn to when my magazines arrive is the food department, so imagine my delight when your magazine published those luscious recipes of the Edmonds.

In reading the Edmonds' letter to you, I find that their approach to cooking is much the same as mine. Like them, I do not have many original recipes, but do enjoy trying new dishes and usually add something to them to suit my own family's taste. My friends always enjoy my cooking, and when they in turn serve a dish made by my recipe to guests of their own, they call it "Chicken Boyer" or "Shrimp a la Bea."

None of the above was meant to sound egotistical, but only to explain to you why I am indeed grateful to both the American HOME Magazine and the Peter Edmonds for some wonderful new cooking and eating experiences. When I serve those wonderful Shrimp Fines Herbes to my guests, the only thing I shall change will be the name. They will be known as "Shrimp Edmonds".

—MRS. J. L. BOYER, NEW ORLEANS, LA.

*Thank you, Mrs. Boyer. It is a pleasure indeed to cook and write for you and I shall hope to warrant your continued enthusiasm and friendship. I am sure that I too would enjoy Chicken Boyer and Shrimp a la Bea and any other favorites. I will not think you egotistical, just generous—won't you send the recipes?—J. A.*

## GOURMET CLUB

After reading the June issue of American HOME Magazine, as we always do, a group of our friends decided to have a "Gourmets' Club." The idea was suggested by the article in this issue, "Pu Pu Party." As host and hostess my husband and I are required to serve the appropriate refreshments and breads.

Our party will be a Hawaiian Luau and I was hoping you would suggest what types of bread I should serve.

—MRS. DONALD J. HILL, FLAT ROCK, MICH.

P.S. Our club plans to serve food from all sections of the U.S.A. as well as other countries.

*If you want to know more about typically Hawaiian food and how it is served, a very good book on the subject is "Hawaiian and Pacific Cook Book," by Kathryn Bazore, published by Barrows and Company, Inc., 425 Fourth Ave., New York, N.Y.*—ED.

## RUGGED "DO-IT-YOURSELFERS"

I've read so many articles in your magazine about doing things yourself and about the things others have done, I thought perhaps you might be interested in our "do-it-yourself" story.

About seven years ago we were seriously thinking about building a house, but couldn't find a plan that suited us.

Well along came an issue of The American HOME, and there it was! The house for us. (Except for minor details.) A ranch house,

PLEASE TURN THE PAGE



# This Is Your Wife

## *How the telephone helps her to be five busy people*

This is the pretty girl you married.

She's the family chef. And the nurse. And the chauffeur and maid.

And when she's all dressed up for an evening out—doesn't she look just wonderful!

How does she do it?

Of course she's smart and it keeps her busy, but she never could manage it without the telephone.

When the "chef" needs groceries, she telephones. Supplies from the drugstore? The "nurse" phones her order.

A train to be met? The telephone tells the "chauffeur" which one. A beauty shop appointment? A call from the "glamour girl" makes it easily and quickly.

Handy, ever-ready telephones—in living room, bedroom, kitchen and hobby room—mean more comfort, convenience and security for everybody.

*Working together to bring people together...* **BELL TELEPHONE SYSTEM**

# Yes, removing stains is *easy* with CLOROX... just read the label!




**You get a CLEANER WASH with CLOROX®... *whiter...brighter... sanitary, too!***

EVERY TIME you pick up a Clorox bottle, you have a *wealth* of house cleaning information... *right at your fingertips!* Yes, the Clorox label directions tell you how to remove such stubborn stains as grass, berry, coffee...even scorch and mildew. And there are dozens of suggestions for sparkling and disinfecting your *bathroom* and *kitchen,* too! Read the Clorox label to find out how to make your home cleaner and *safer*—the easy *Clorox* way!

***Every time you use* CLOROX *you protect family health!***



Keep white nylon white with Clorox!

You can keep nylon white much longer by laundering it with gentle Clorox every time, right from the start. If you have nylon that's already *"age-yellowed"* ...follow the easy method shown on the Clorox label.





**(Continued)**

*In our September issue we were proud to present Monsieur Lucien L. Heyraud, chef of the Sheraton Palace Hotel in San Francisco, as our Good Victuals guest of the month. We were dismayed by our inadvertent error concerning the land of his birth. Monsieur Heyraud was born in Bordeaux, France, not Portugal, as so stated, but was raised in Portugal. Our apologies to this talented gentleman!*

(designed by Cy Williams), it was built on a cement slab. We added a full basement, a garage instead of a carport, and a few other changes. Anyway, we sent for the plans. We were lucky enough to have 4½ acres of thickly wooded land. With the help of a friend this was cleared. To get our water supply we had to build a pump house, dig a deep, narrow trench for the pipe and wire.



With that done we started the foundation. After excavating for the cellar with the help of a hired bulldozer, we hired a three-man crew to put up the walls, which are fieldstone. Bill (my husband) bought an old (and I do mean *old*) Ford truck and we hauled all the stones ourselves.

After the "hard" part was over we took our trusty hammers and got to work. Bill did all the plumbing and electrical wiring, put in the furnace and heating units and even helped build the fireplace and chimney. I did the painting and decorating inside and out. We had only two children then, Sharon, now 13, and David, 10, but they bore up well under the strain, including some nights when they slept on the floor.

All in all, it took us two years to complete our "American Home." Since moving in, we've had two more children—Jo Ann who is 3½ and Billy, aged 13 months. But the house is still large enough to hold us all, since we have three good-sized bedrooms, a large living room and dining area, and of course the kitchen.

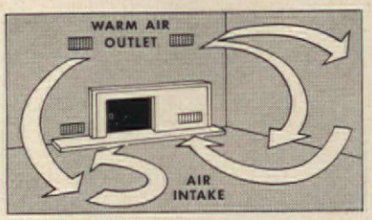
The foundation, fireplace and plastering were the only jobs we had done by experienced people. The rest of our home was built with our own four calloused hands. Needless to say, we are very proud of it and our hats are off to the American HOME for printing plans that so well suited our needs!

—MRS. WILLIAM JABS,
WHIGVILLE, CONN.

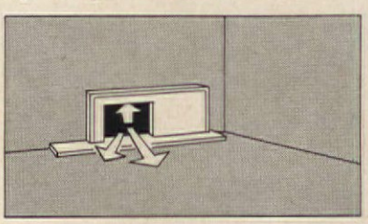
P.S. The picture enclosed doesn't do the house justice (Bill says) but it will give you an idea. THE END




# THIS FIREPLACE warms every corner




**1. WITH HEATILATOR® UNIT:** Air is taken in at floor level, heated, and gently circulated throughout the room, eliminating "hot-spots" and chilly corners.



**2. WITHOUT HEATILATOR UNIT:** A small circle of radiant heat scorches your face while your back stays chilly. Heat that could be used to warm the room goes up the flue!

The Heatilator Fireplace . . . famous for 35 years... gives you extra comfort, *plus* smoke-free operation, plus the Pressure-Seal Damper that prevents loss of winter warmth and summer air conditioning when fireplace is not in use.

It's ideal for basement rooms . . . keeps your summer cottage warm and comfortable early in the spring and late in the fall.

Ask your builder or architect to design *your* fireplace around a Heatilator unit. Sold by leading building material dealers.

**FOR YOUR "IDEA FILE"...**
Clip and mail this coupon today. We'll send your FREE copy of the handsomely illustrated catalog of Heatilator Fireplaces.

**HEATILATOR FIREPLACE**

Heatilator Inc.
Division of Vega Industries, Inc.
7210 E. Brighton Ave.
Syracuse 5, New York



Gentlemen:
Please send me FREE your illustrated catalog of Heatilator Fireplaces.

Name.....

Address.....

City.....Zone.....State.....

Upholstered furniture by Norwalk Upholstering Co., Norwalk, Ohio



IT'S AS GOOD AS IT LOOKS – it has

# Airfoam INSIDE!



You can *see* the style and finish.

How much smarter, how much richer they look – when furniture is generously cushioned with AIRFOAM!

But how about what you can't see? How about the inside construction features that make for a better buy?

AIRFOAM tells you about them, too – for it's the chosen cushioning of top-flight designers and manufacturers, noted for value *through and through.*

So don't buy before you ask, "WHAT'S INSIDE?" – or until the royal blue AIRFOAM label tells you the inside story. Goodyear, Foam Products Division, Akron 16, Ohio.

**What's Inside Full-Value Furniture:**
Plenty of AIRFOAM (see uncovered furniture) is an indication of advanced design and sound construction. AND – because AIRFOAM is finest-quality latex, charged with billions of interconnecting *fresh air cells*–it assures years of good looks, luxurious comfort and easy care. AIRFOAM isn't just stuffed in like old-fashioned cushionings. It's *molded*, and *tailored* to the furniture's measure–nothing to sag, snag, break down or come apart.

Look for this royal blue label—only AIRFOAM cushioned furniture can proudly wear it.

Airfoam SUPER CUSHIONING by GOODYEAR



Don't take "foam rubber" for an answer – Insist on

Airfoam

MADE ONLY BY GOODYEAR

THE WORLD'S FINEST, MOST MODERN CUSHIONING

Airfoam–T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



# Romanticism returns . . . in beautiful new 'Ballad' pattern

A new elegance . . . in the modern manner of today's loveliest homes . . . finds expression in truly fine silverware! Beautiful new "Ballad"* pattern whispers of a gracious past, while lending distinction to even the simplest table setting. Every detail, from the delicately perfect roses to the gently contoured handle, reflects the mastery of Community* craftsmanship. See "Ballad" flatware, and beautiful matching hollowware, today at your jeweler's or fine silverware department. And when you do, prepare to lose your heart . . . for this is fine silverware in the finest tradition. Created in the Design Studios of Oneida Silversmiths.

COMMUNITY

*THE FINEST SILVERPLATE*

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N.Y. © 1957, ONEIDA LTD.



**SPECIAL INTRODUCTORY OFFER!**

*8 serving pieces free (a silver drawer full) when you buy 8 place settings for $88*

This handsome drawer chest complete with 56 pieces of "Ballad," for the price of 8 place settings alone. You save $24, the entire cost of the 8 serving pieces shown at left. (Drawer chest in mahogany or blond finish.)

**Chest includes:** 16 teaspoons • 8 place knives • 8 place forks • 8 place spoons • 8 salad forks • 1 butter knife • 1 sugar spoon • 1 cold meat fork • 1 gravy ladle • 1 table spoon, pierced • 2 table spoons, regular • 1 pastry server





# HALLOWEEN FUN

The head of our Alice in Wonderland barnyard friend is made from a disposable plastic paint bucket covered in pelon cut-outs, with a red felt comb and tongue, paper beak. *Mop Head*, the clown, is a plastic paint bucket with paper cup nose, pint-sized paint bucket hat, a mop for hair. *Mr. White Elephant* has a plasticbucket head, pelon ears and stuffed pelon trunk.









Here's how you can reproduce pumpkin-faced characters like these created by Constance Gatchell. You'll find 15-cent jars of enamel paint in assorted colors at your local hardware or art store. With a small brush, the kind that comes in a child's watercolor paint set, you're ready to go to work. Any size or shape pumpkin will do. For the one on the left, a high school boy found a perfect oval for his art, and painted a demure face, with lowered lids and eyes shadowed in lavender. A girl painted the other, its shape suggesting the wide-eyed look.

Remember how you used to fix a pumpkin for Halloween when you were a kid? Cut off the top, scoop out the inside, carve a toothy grin and you had it—a jack o' lantern. Today there's a lot more to pumpkin-face art and even halloween masks than there used to be. Now you can use a brush instead of a knife, and such modern materials as plastic paint buckets, paper cups and plates. There's lots of room for your imagination, too. If you're doing a paint job on a pumpkin, its size or shape may suggest the kind of face you give it. And there's even more variety with paper. Take some hints from the ones we show here and have a mask-making, pumpkin-painting party. You'll have as much fun as the children will!

PLEASE TURN THE PAGE




Look for this label when you buy. It's your best assurance of quality items filled 100% with DACRON virgin fiberfill.

## What chance has a "swap session" when pillows and comforters are filled 100% with DACRON Fiberfill

REG. U. S. PAT. OFF.

Strings, tops, marbles . . . that's what little boys' pockets are full of. But *this* swap session is over! They're sound asleep . . . lulled by the light, fluffy softness of pillows and comforters filled 100% with DACRON* virgin polyester fiberfill!

You, too, won't be able to resist sleep because these pillows and comforters are so restful, so dream-inviting. And here's wonderful news! Most of these comforters and pillows are machine- or hand-washable. What's more, DACRON Fiberfill is resilient, mat-resistant, lint-free, and non-allergenic.

All your family can enjoy the comfort of pillows and comforters filled 100% with DACRON Fiberfill. They're at your favorite store . . . in fresh floral designs, pretty pastel prints. Be sure you look for the DACRON Fiberfill label.

*DACRON is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not the pillows or comforter shown here.

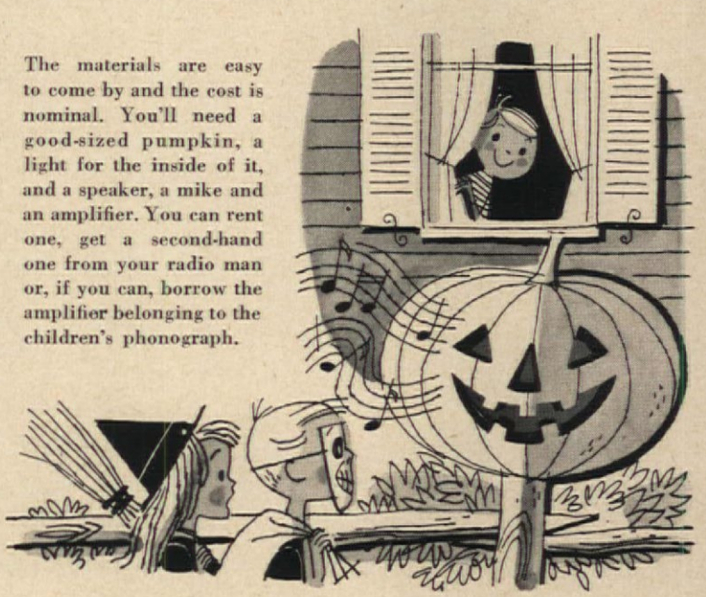
DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY


# Halloween Fun (Continued)

Up in Concord, Mass. there's a pumpkin who talks. Not all the time, of course, just during Halloween. The kids love it. Mike Fitzmorris, an electrical engineer who thought up the idea largely to amuse his daughters, Bonnie and Candy, admits with a grin that he's had as much fun as his audience. You can, too.

**The materials are easy to come by and the cost is nominal. You'll need a good-sized pumpkin, a light for the inside of it, and a speaker, a mike and an amplifier. You can rent one, get a second-hand one from your radio man or, if you can, borrow the amplifier belonging to the children's phonograph.**



First of all, carve a toothy grin in a nice fat pumpkin, one at least 18″ in diameter. Allow a large enough opening for the light and speaker. Then line the face side with orange tissue paper so that light—but not the works—will show. Bolt the speaker to a small "raft," which might be two wooden legs. The raft will keep the speaker off the pulpy pumpkin floor. Put the pumpkin outside in a sheltered spot and run a rubber-covered wire (outside cable isn't necessary) from the speaker through the window to the amplifier. Add an ordinary light bulb and you're all set.

On the night when goblins prowl, you can encourage the timid and fend off the bold, armed with a microphone and hidden by darkness or drapery. Happy spooking!—HELEN MERCNER

## BE MERRY AND SAFE

HALLOWEEN REVELERS, be ye young or grownup, have a happy time on goblin night! But avoid dangerous pranks and by all means do observe fire cautions. Pranks that invite accidents have no place in Halloween fun. Here are some Halloween hints to follow:

- Have a child wear a light-colored costume that can easily be seen by motorists. It should be short enough not to trip the wearer either when walking or running.
- Flameproof costumes of loosely-woven fabrics by dipping in a solution of 9 ounces borax, 4 ounces boric acid, 1 gallon warm water.
- Trim costumes with reflectorized tape or bands and decorations that glitter. They all help to reflect light.
- Use a flashlight — never a candle — to light "Mr. Jack-O-Lantern." A cardboard collar fitted into pulp will keep flashlight upright.
- Urge your child to use the sidewalks and not dash in and out between parked cars on their "tricks-or-treats" tour.



Gossamer soft and petal pink—the dream of a negligee cascading in a froth of French lace and silk chiffon. Specially designed for Scott, it matches to perfection the luxury of Soft-Weve—Scott's superb "facial quality" 2-ply bath tissue. Five exquisite Soft-Weve colors for your bath or powder room.

*Probably the most noticed luxury in your home...*

**Soft-Weve®** *by* **Scott**



# "STYLED BY SANFORD"

**Original American classics in carpeting . . .**

For each Sanford style our designers draw their inspiration from the past, but interpret it in a way that's as fresh and new as tomorrow. The result: carpet that's warmly at home in *any* room.




**DANBURY FAIR** Remember the fun of a carefree day at the fair—excitement, friendly voices, familiar faces? It's that kind of a feeling Sanford had in mind when they created *"Danbury Fair."*

Made of 100% imported virgin wool, this brand-new Sanford carpet has a deep tweedy texture that's perfect for the casual, informal rooms so popular today. And its soft combinations of new color tones add a light and warmth that says your house is "home."

Comes in your choice of eight rich, tweedy multicolors. Woven of 3-ply yarns to last and last. Isn't it time you brought new life to your rooms with a carpet like *"Danbury Fair"*?

*Look for this sign—your guarantee of quality carpet*

SANFORD Carpets

**Sanford**

**CARPETS**

295 Fifth Avenue, New York City


# "Mom, do we have to play outdoors?"

**EILEEN M. HASSE**



What? Have the whole neighborhood of children spend a solid day in the house? Not on your life. Not if I can help it. By 5 o'clock I'd be fit to be tied!

That's what I used to say, but not any more. Now that I've learned how to organize playtime for the children I not only seem to have more free time for myself, but more fun with the children. One reason is the "toy system." The constant run on "store-bought" toys used to be a strain on the budget. Now, for pennies, I've concocted my own "educational" toys that they never seem to tire of.

One of my family's favorites is homemade clay, a mixture of salt, flour and water. I make it in batches of two cups of flour, one cup of salt, a few drops of food color and enough water to make it pleasantly workable.

Another is a good homemade finger paint, which I make as follows: cook together 1c cornstarch and 2c water over low heat. When thick, add 1c fine white soapflakes. Beat vigorously until flakes are dissolved. Add ¼c talcum, stirring well. Divide into four parts. Add red, yellow, green and blue coloring, one color to each part. This works very well, applied with the fingers on white shelf paper.

Since crayoning, paper cutting and painting is hard on the paper supply I solved that deficiency by going to our local newspaper office and asking for ends of newsprint. The short ends and unused portions are inexpensive and excellent for such uses. The paints are homemade, too—food colors in instant starch. They dry readily and have an excellent working consistency.

Mind you, stories, songs and games are as much a part of play as ever. Dramatizations are worth every minute I spend on them. But with these plus my creations, there's more fun for everyone. We entertain more of their small friends and have stopped budgeting play materials, since homemade substitutes are more than adequate. Our house is happy in activity, and at 5 o'clock—when my disposition's still intact after a day of it—I can honestly say, "this is the life!"




# Dad paneled this wall for only $14.08*

*He did it with Gold Bond Gypsum Decorator Panels. They look like rare wood, cost a lot less.*

What's the decorating secret that makes this family room so very inviting? The warm, distinctive walls. They're paneled with Gold Bond Gypsum Grainboard Decorator Panels—which give all the full, natural beauty of fine wood, but cost much, much less.

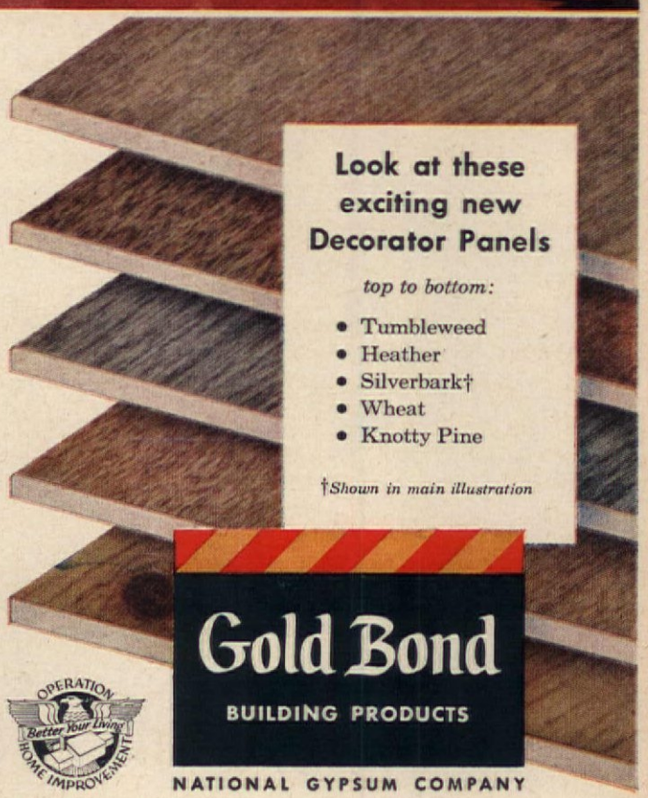
You can get these lovely Grainboard Decorator Panels in four new exciting finishes, plus Knotty Pine. Use them anywhere, even as "accent walls" in your living room or dining area. They blend wonderfully with any style of furnishings.

Decorator Panels are so easy to put up, too. A tape measure, hammer, saw and knife are the only tools you need. Grainboard can be sawed like wood, or scored with a knife and snapped to the proper size. Big 4-ft. x 8-ft. panels cover large areas fast. And Grainboard needs no finishing treatment of any kind. To keep it radiantly clean, just wipe occasionally with a damp cloth.

Your Gold Bond® Dealer will be glad to show you the beautiful Grainboard Decorator Panels and how to apply them.

National Gypsum Company, Buffalo 2, N. Y.

*Approximate retail price for material only for an 8- x 16-foot "accent wall" as illustrated. Price may vary slightly in your locality.



**Look at these exciting new Decorator Panels**

*top to bottom:*

- Tumbleweed
- Heather
- Silverbark†
- Wheat
- Knotty Pine

†*Shown in main illustration*

OPERATION Better Your Living HOME IMPROVEMENT

**Gold Bond**

BUILDING PRODUCTS

NATIONAL GYPSUM COMPANY



VIP
Very Person Interesting

# 500 EAGLES

*This unique*

# IN A HAYLOFT

RUTH W. LEE

## *collection features our national insigne on everything from cookie-jars to cow-catchers*

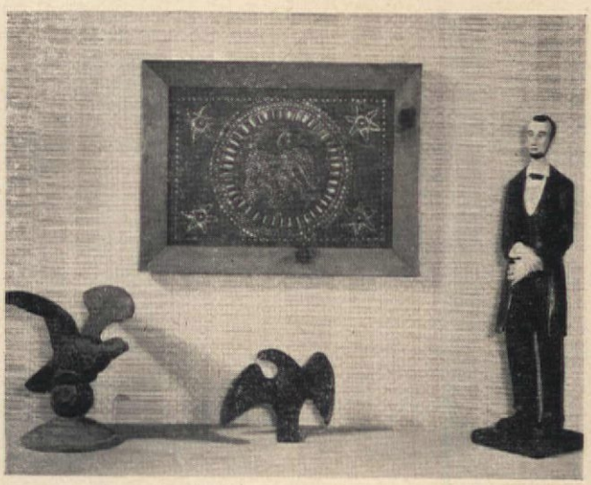


The head of his own design firm, Paul R. MacAlister is also the head of an exceptionally gifted family. His wife Verner has talents for handicrafts, applied design and gardening; and his daughter and son-in-law, Mr. and Mrs. Donald Mahan, are both registered architects.

Best known as an industrial designer and color consultant, Paul MacAlister has made a hobby of collecting American Eagles for 36 years. Today, his collection includes eagles of all kinds and descriptions, on view in his "Americana Hayloft" in the MacAlister home in Lake Bluff, Illinois.

It all started when, as a student in the Yale School of Architecture, he was assigned to draw a reception room for an American Embassy abroad. His research for the project stimulated his interest in the American Eagle, which he came to regard as the most appropriate PLEASE TURN THE PAGE

**The "pièce de résistance" here is this most unusual panel from an old pie cupboard, made of pierced tin (circa 1720). The specimen on the left is a cast-iron "snow" eagle.**



**The family assembles in one corner of Paul MacAlister's Americana Hayloft. On long wall behind son-in-law Donald Mahan are two eagles carved for trade signs by John Haley Bellamy, a Navy man who carved eagles chiefly for ships. Large figurehead eagle with ropes around its neck was bowsprit on prow of early whaler, dates circa 1870. Below it: cast-iron locomotive eagle that served as ornament over the cow-catcher. The large center panel shows fire-fighting ornaments; flagpole finials beneath them are all decorated with eagles. Earthenware jars on chest, for cider and pickles, were stenciled with eagle decorations. Verner MacAlister is showing one of collection's prizes, Early American woven bedspread with eagle in design.**








Verner MacAlister cleans handsome rug with early "vacuum" cleaner made of tin and painted green, with a full-color eagle insignia. Rug was designed by her and son-in-law Donald Mahan as a Christmas gift for Paul. The carved wooden eagle on the chest was made for use as a lectern, with its spread wings serving as a rest for Bible stand; it dates about 1870. Above this hangs a carved giltwood eagle from Blue Room of the White House, removed during renovation of 1902 and displayed here against a blue and gold fabric woven for the recent redecoration of Blue Room. At right is carved wood eagle on a shield, a bit of banner remaining in its beak (circa 1860). Below it is a white Parian-ware wall bracket (1850). Behind Mrs. MacAlister are gilt wood eagle for decoration over a door and a replica of the President's Seal which was made from pressed brass.



**Opened shadow box in the MacAlister hayloft reveals, starting at the left across the page: a group of banks and locks, all having eagle motifs and all made of iron or brass; a small white marble eagle enclosed in a glass ball; a small eagle compote of silver; a parasol handle carved from ivory; a statuette of "Old Abe, the War Eagle;" and some other Civil War mementoes, including cane handles, other military insignia; two rare, out-of-print books on "Old Abe, the War Eagle;" and daguerreotype cases of that era made of gutta-percha or hardened rubber, boldly embossed in eagle motif.**

decorative motif for an embassy reception hall. His drawing received an award, and he has it framed and mounted as a part of his present collection.

His first eagle, dating around 1830, he found in a summer theatre collection of props in New Haven, Connecticut. Not including several thousand photographs and drawings in his graphic collection, he now possesses about 500 eagles in the entire collection. Years in the Navy during World War II served to strengthen his interest *and* his collection, for many of his choice examples of eagles were originally parts of seagoing ships.

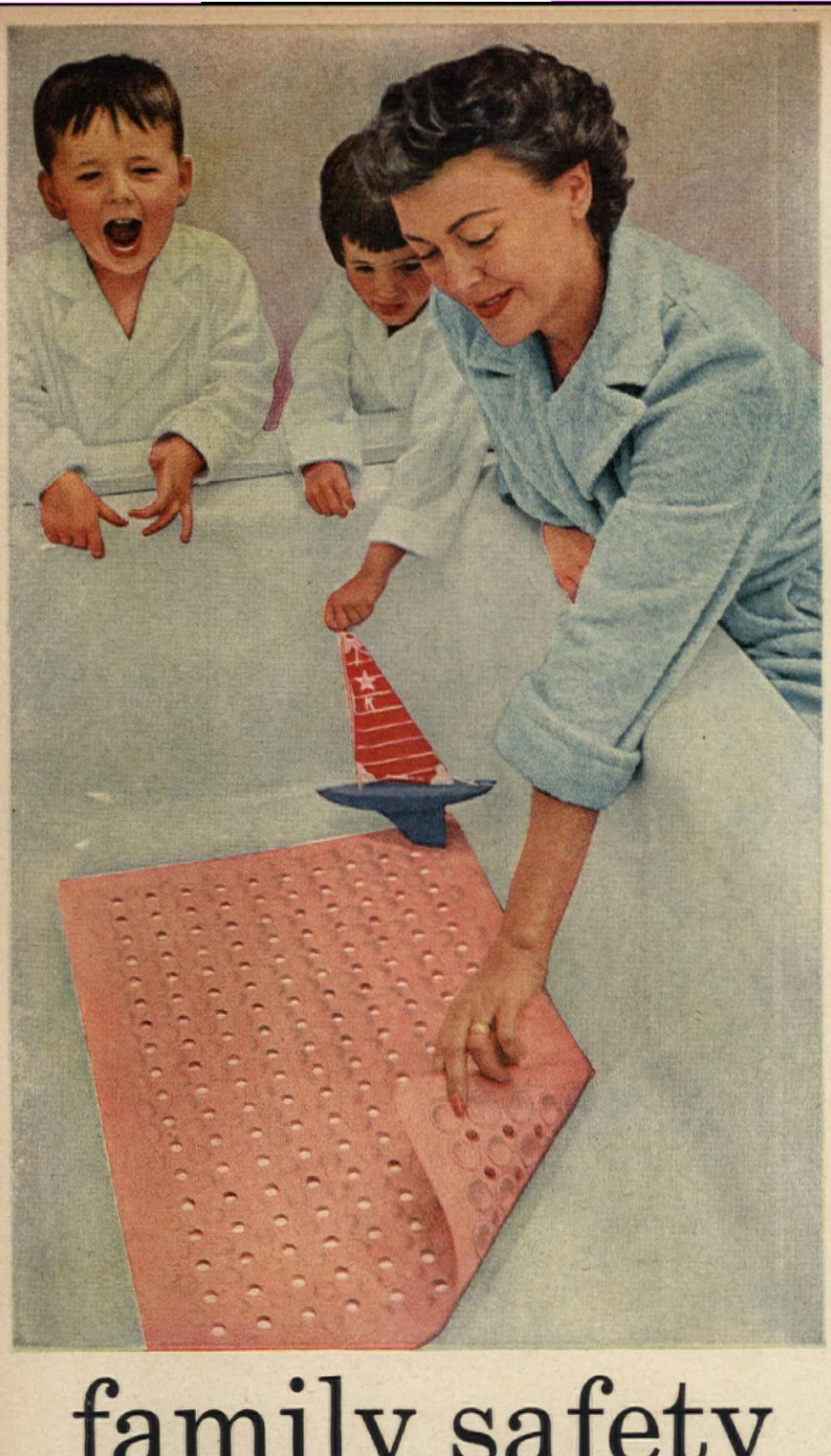
Sizes vary from small brass coat buttons and watch charms to the huge spread, carved wooden types mounted over American flags in our convention halls. These traditional symbols of the United States are made, not unexpectedly, of a large number of materials: besides wood and brass, there are bronze, porcelain, tin, pressed glass, galvanized iron, papier maché, cast iron, silver and pottery, as well as stenciled or painted designs on many household objects.

When Paul and Verner acquired their farmhouse, Paul immediately went about converting the old hayloft into a collector's setting for his eagles. His collection is mounted primarily on peg-board and masonite panels, framed in two-by-fours painted black. The panels themselves are painted in various colors to dramatize the eagles and, like the eagles, vary in size. A small room at the end of the hayloft houses Paul's collection of Early American tools. All of these were hand-made or hand-forged, and some of them were used to carve handsome wooden eagles like those in his collection.

PLEASE TURN THE PAGE

**This shelf is a veritable treasure trove: First, Liverpool pitcher of white glaze commemorating Lafayette's visit to the U.S. in 1824, a paperweight of around 1836, of hard paste; tiny 19th-century American pressed-glass salt dishes, and three cup plates all with eagle motifs, blue-and-white sugar bowl with eagle in pattern; a pressed-glass finial with spread eagle; finally, two Spatterware plates by Leeds of England (1815-20) with colored design of eagles, stars.**



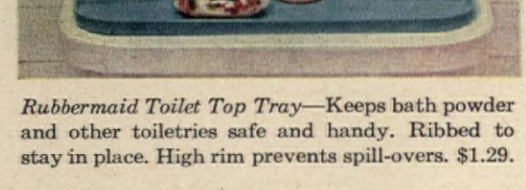


# family safety

## *begins with a Rubbermaid® Bathtub Mat*

Firm footing for the small fry—yes, and for Grandma, too. Over 100 Safti-Cups grip the bottom of tub, help prevent accidents. Make bathtime safe-and-sure-time for everyone with Rubbermaid.

Sizes from $1.98 to $3.29 (U.S.A.). Wherever housewares are sold. For free folder, write The Wooster Rubber Company, Dept. AH-18, Wooster, Ohio, or Cooksville, Ontario.



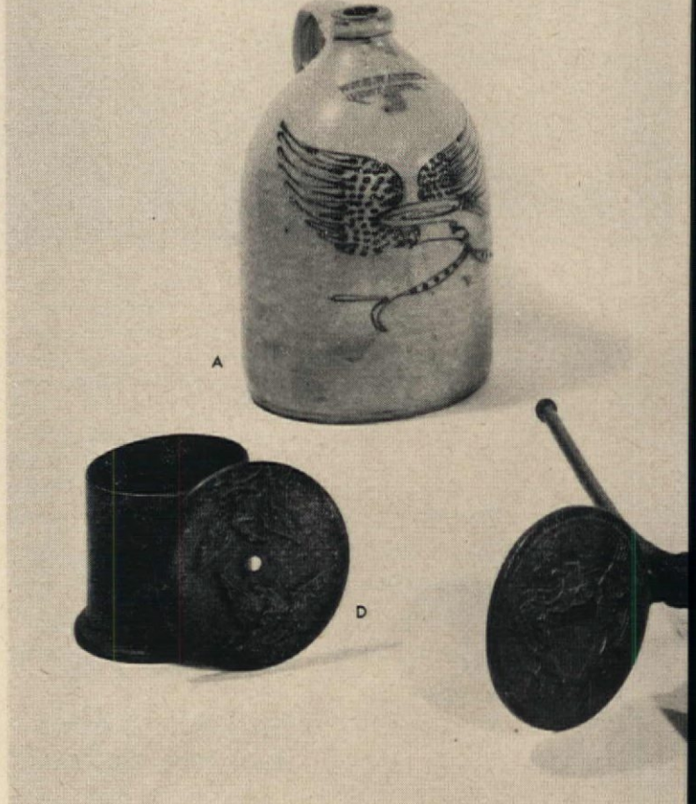
*Rubbermaid Toilet Top Tray*—Keeps bath powder and other toiletries safe and handy. Ribbed to stay in place. High rim prevents spill-overs. $1.29.

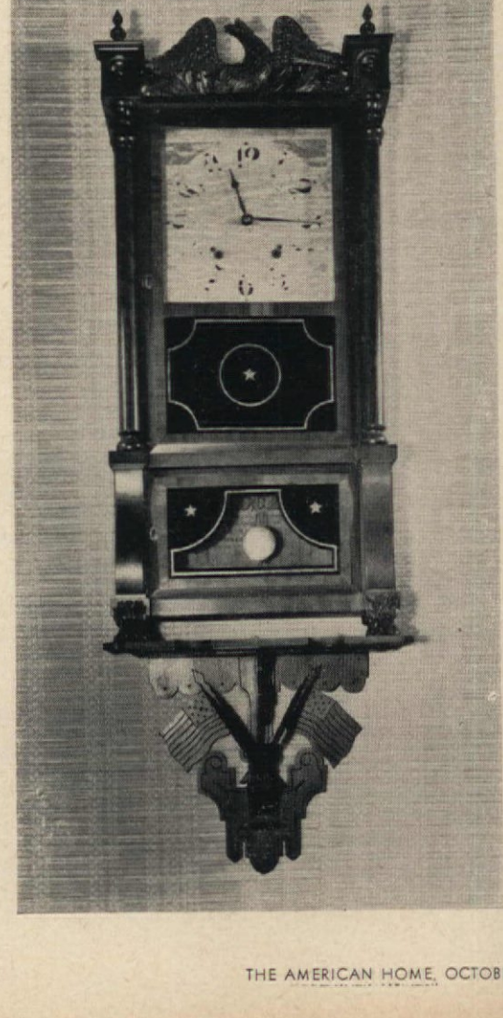
*Rubbermaid®*

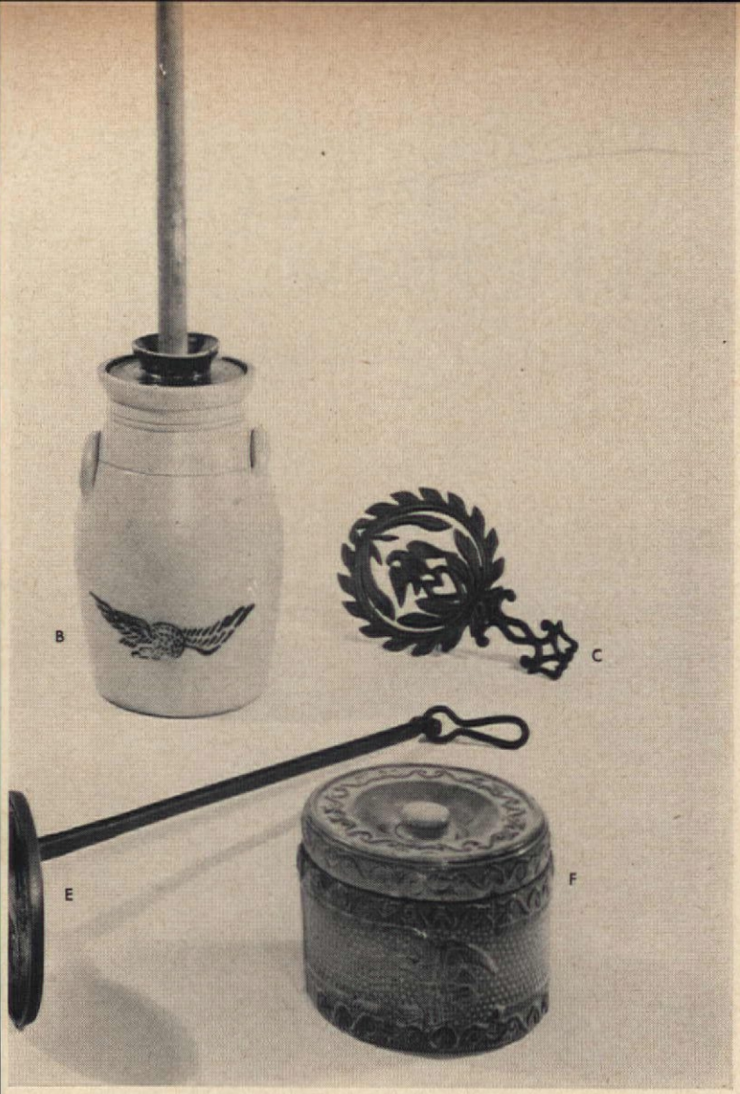
Guaranteed by Good Housekeeping

*Over 60 fine products in your choice of fresh, home-fashion colors*

## Eagle Collection (Continued)






A.—Vinegar Jug. This is made of cream salt glaze with a free-hand blue eagle decoration.

B.—Small crockery butter churn. A most unusual piece, it has blue eagle decoration near the bottom.

C.—Original hand-wrought iron eagle trivet, with an eagle and heart surrounded by a laurel wreath, and heart handles. Typically Pennsylvania Dutch, trivet is reproduced widely today.

D.—Cast-iron string box, with two embossed eagles on its lid. Black and very heavy, it was intended to hold a large ball of twine as lengths are pulled out.

E.—Hand-wrought iron baking utensil for baking embossed thin pastry in fireplace. Long handles lock with the iron hinge. Circular "pan" or "iron" has incised replica of Great Seal of U.S.A., with some modifications. Very precise workmanship. It dates circa 1815-1830.

F.—Blue-and-white salt glaze butter crock with another embossed eagle decoration.

Clock in stairwell of MacAlister farmhouse was made by Birge Mallory & Co. of Bristol, Connecticut. Its maple case is surmounted by well-carved spread eagle. Door panel design is black and gilt. Original maker's advertisement is inside clock, states it is "Patent Brass Eight-Day Clock." Clock rests on a roughly "jigged" and carved oak eagle bracket, circa 1880.




Finest care for electric ware:




Clean it with S.O.S®

*S.O.S. is just what the manufacturer ordered* to give these special pans the special care they need. S. O. S. has soap right in it . . . whisks off stains, stuck-on food and greasy film that ordinary washing just won't budge. And S.O.S. shines as it cleans, so your prized electric plug-ins keep their table manners, for years!

©1957 The S. O. S. Co., Chicago, Ill., U.S.A. • S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont.

time
for
Living



Time to be the woman you've always been at heart. The woman who *does* things. The gracious hostess. The go-along gal. The hub of the family circle.

All you need, really, is *time*. And here you have it in tangible form: a new KitchenAid dishwasher, by Hobart. Nothing frees your hands quite so beautifully as this, the finest dishwasher made. None other offers you such performance features as new Timed Spray Cycle that "warms up" tableware and dishwasher interior, clears plumbing lines of cold water before the wash action starts... the no-guess loading racks... the Hobart revolving power wash system that gets your tableware *hospital-clean*... exclusive dual strainer system... the separate blower that dries everything to perfection.

Best of all, your new KitchenAid asks only 24″ of space, *the standard cabinet width*. You'll find just the model to go with your kitchen, as surely as it goes with your way of life.

See the new KitchenAid! Write The Hobart Manufacturing Co., Dept. KA, Troy, Ohio. In Canada: 175 George Street, Toronto 2.

time for a KitchenAid®

The Finest Made... by Hobart

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

# IF YOU MUST SELL THEM...

*The antique market is as sensitive as the stock market, but the rare antique, like the blue chip stock, never really loses value*



ANN KILBORN COLE

Before I begin, let me say two things. I am not an antique dealer, only an antique-lover. And I do not recommend selling off family treasures if it is possible to hold onto them. But there may come a time when you need to part with something old and valuable—perhaps because you need the money, or your children aren't interested in the old things you've been saving for them, or you just don't like the pieces yourself. And unless you have been interested in antiques long enough to be familiar with price trends, you have no idea what your piece or pieces are worth. So you are open to chicanery on the part of an unscrupulous buyer.

By and large, the buying and selling of old things is a reputable occupation. It numbers thousands of dealers who are not cheats and who will pay what they can afford to pay for good things. That they are canny bargainers does not speak against them.

Of course you've heard the story about the little old lady who opened her door to an unknown man who offered her what seemed a staggering sum for something she thought was trash, while he made off with a Sheraton table and a Chippendale chair for almost nothing. It is an old trick. But today more and more people are aware of the value of antiques. Indeed, they are more likely to have an exaggerated idea of the value of what they own.

How are you to know what an antique is really worth if you've had no experience in such matters? It makes a great difference if

PLEASE TURN THE PAGE

# Look what the

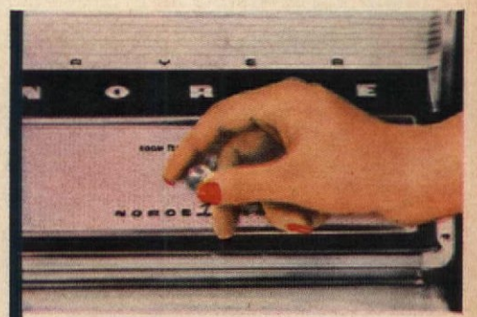
# Norge* GAS laundry offers you today-

## erfect drying weather–*right indoors!*

## lenty of hot water–to get clothes really clean!

eed! Economy! Convenience! When it comes to othes-drying, Gas gives you all three. It's the test fuel there is. It's economical, too—costs only nnies a day. And think of the convenience. This w Norge Gas dryer gives you four ways to dry . . . th or without heat; with or without tumbling. It tually tailors the drying method to fit the fabric. d the exclusive 4-position Hamper-Dor even nnels clothes right into the dryer.

**Today, you're using more hot water** than ever before, but you'll never run out of hot water with a Gas water heater. Gas heats water in a jiffy . . . keeps it hot . . . replenishes the supply as fast as it's used. You're sure of all the hot water you need. Best of all, Gas water heaters cost less to buy, install and use. And the new Norge Gas water heater is absolutely immune to rust because it's "life-lined" with glass. AMERICAN GAS ASSOCIATION



**NEW AUTOMATIC WRINKLE-OUT** gives you a special heat setting for wash 'n wear fabrics. Removes wrinkles. Eliminates "touch-up" ironing. Dial-A-Heat Selector has four heat settings . . . handles everything from denims to cashmeres!



**HOT BATHS FOR THE WHOLE FAMILY** even on washday. No more cold water blues for the late comers in the bathroom! This Norge Gas water-heater works fast . . . it's designed to keep pace with today's stepped-up hot water needs.



*ets by Beauty Queen*

See these New Freedom† Gas Laundry appliances at your Gas company or Gas appliance dealer's.

*Product of **NORGE** SALES CORP., Chicago, Illinois.

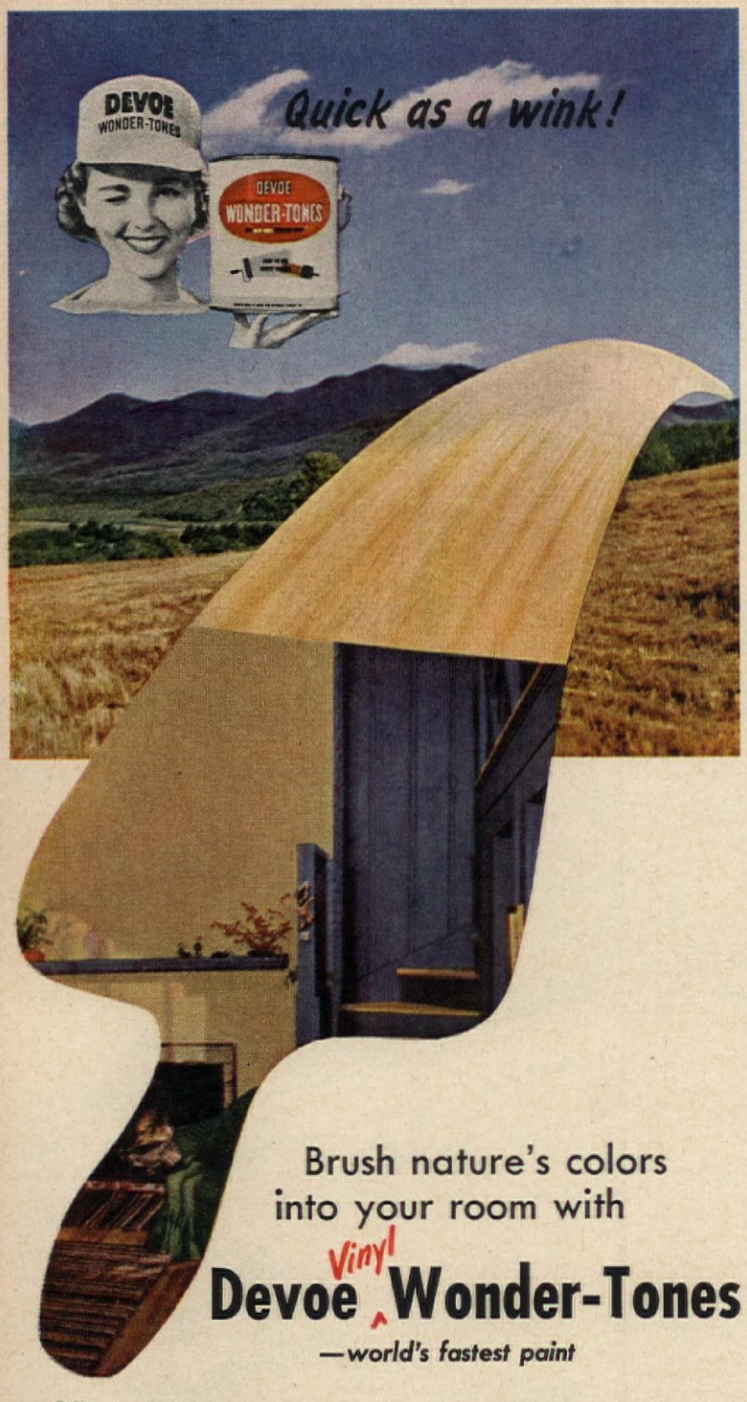
# ONLY GAS

## does so much more...for so much less!

The modern, economical fuel for automatic cooking • refrigeration • water-heating • clothes-drying • house-heating • air-conditioning • incineration.

*tch "Playhouse 90" with Julie Meade on CBS-TV.* Sponsored by your Gas company and the Gas industry. See local listings for time and station.

†Reg. A.G.A.




Brush nature's colors into your room with

Vinyl
**Devoe Wonder-Tones**

*—world's fastest paint*

New Devoe® Vinyl Wonder-Tones—fast applying, fast drying, fast clean-up. *Quick as a wink* you're surrounded with the beauty of nature's colors.

One brush or roller stroke covers practically any surface completely. Dries without lap marks or sheen in 20 minutes. Scrubbable.

Ask your Devoe dealer to show you the more than 200 beautiful Wonder-Tones colors today. Matching colors available in semi-gloss and gloss. *Guaranteed* expert results—see your dealer.

Find Your Nearest Dealer In The Yellow Pages

**Devoe & Raynolds Co., Inc., New York, N. Y. • Louisville, Ky**
*Branches in principal cities.*

---FREE---FREE---FREE---FREE---

Devoe & Raynolds Co., Inc.
Box 1863-A, Louisville 1, Ky.
Please send me pamphlets with actual paint samples of nature's colors for my home.

DEVOE PAINT

Name_____

Address_____

City_____ State_____


(Continued)

you know the history of your piece. If you can prove this history with letters or other documents, or with some identifying mark on the piece itself, then at least you have some idea of its origin.

If you lack such data, the first thing to do is to place the approximate date of origin of your antique. You can take it, if it is transportable, to the curator or registrar of a museum. It will be *authenticated*—placed as to age, maker, etc. But it will not be *evaluated* because the market, condition of the piece and demand for it also determine worth. If you can't take your antique to a museum, you can photograph it, with full description.

There's another way to get an idea of the value of what you have. Visit antique shops until you find something like it. But remember, two almost identical pieces can have very different values depending on condition, marking, wood used, history, etc.

A visit to a good library may unearth what you want to find out. You can also look over issues of antiques magazines, especially the ads, and there are books that give current prices.

Remember, however, when you check prices in an antique shop or ad you won't get the selling price for your antique. The dealer has to make a profit, which might be 50 percent or more. After all, buying antiques is a gamble. The dealer has to sink money into something that may not move out of his shop for a long time. He may not want to load up with high-priced stuff.

While most people who deal in antiques like what they are doing, they are in business for profit just as much as the local furniture dealer. The antique dealer has overhead, rent, light, heat, hauling, crating, breakage, advertising, perhaps help. Then there is the time he must spend at sales, visiting old houses, following up on possible buys. So don't begrudge him a reasonable profit.

If you have an idea of what you should get for your antique, you might try selling it yourself to a private buyer by word of mouth or by advertising in a newspaper or antiques magazine.

Another way of getting rid of your antiques is to put them up in a public auction. Such sales are held regularly in many parts of the country. In the big cities, regular auction houses take care of this selling. You have to pay a commission, a percentage of what you get, and you should set a minimum price you will take.

If you do decide to do business with the dealers, call in several of the best. Don't be in a hurry to take the first offer. If what you have to sell is good, the dealer will come back. In fact, in some states it is unlawful for a dealer to make the first offer to a customer. You name a price and the dickering goes on from there.

If you don't know what to ask, I recommend getting an appraisal from a professional firm or individual doing such work. You will have to pay a fee for this, of course. To find such a firm, look through the classified pages of your phone directory, or ask a big insurance company for their appraiser's name.

To sum it up: Find out if what you have is really old, if it is valuable. Search out reliable dealers, established firms that have reputations to uphold. Above all, *do not hurry*. Shop around. And don't feel too bad if you meet your own piece or its counterpart in a shop and see it marked up. That's business. THE END



"Yes, it makes a stunning coffee table. . . . Now what will we use in the dining room?"

# New idea! VINYL in a floor wax

## and the beauty of it is – *it's childproof**



**ever before such a high gloss!**

ew Simoniz Floor Wax with *vinyl* in it, ves you higher gloss than you've ever own. On *any* kind of floor—linoleum, phalt, rubber, vinyl tile or finished od! Throughout the house!

**o wax easier to apply!**

ew Simoniz Floor Wax polishes itself. buffing. No rubbing. It spreads evenly without streaks—quickly sets to a ugh, beautiful, *vinyl* gloss!

***Wet spills won't harm gloss!**

Splashes and spills—so common with children—won't hurt the tough vinyl surface —or shine. Simply wipe them up. *New* Simoniz Floor Wax is water-repellent.

***Never before such protection!**

The miracle of vinyl—and only Simoniz has it—gives you the toughest floor surface. The kids won't scuff it, or harm the gloss with their roughhousing. No doubt about it—it's *childproof!*

***No finish so easy to maintain!**

Simoniz Floor Wax with vinyl has a gloss that lasts and lasts. You can even damp mop your floors freely without dulling the shine. Without spoiling the wax finish.

***Good news about re-waxing!**

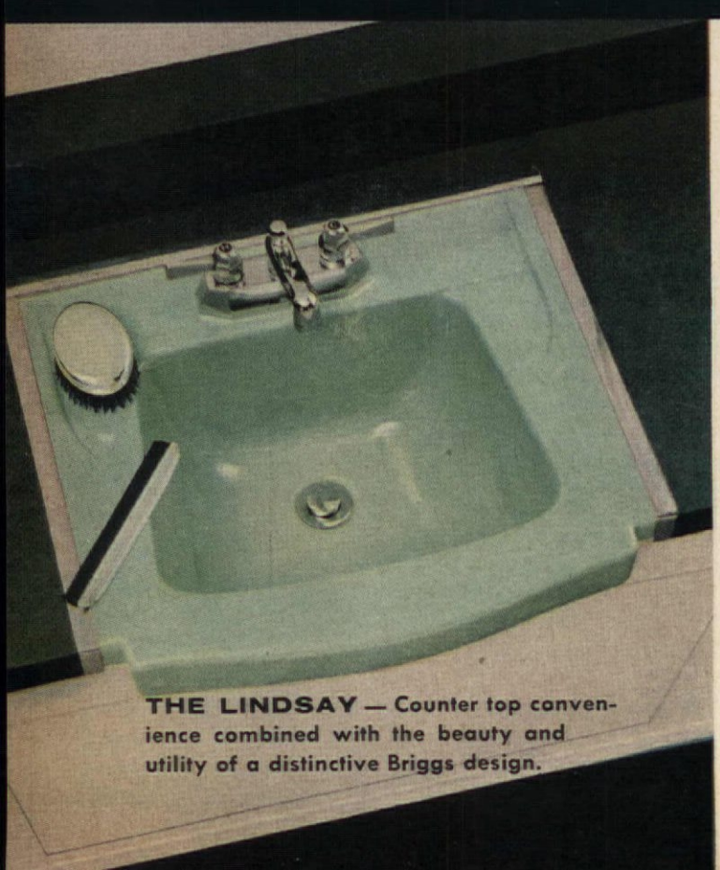
Here's the *one* floor wax you can remove *evenly* before re-waxing. Simply use your regular household detergent and warm water. The beauty increases with re-waxing. You'll be amazed, once you try it.




# Simoniz® Floor Wax

*For all floors—linoleum, asphalt, rubber, vinyl tile and finished wood*





**THE LINDSAY** — Counter top convenience combined with the beauty and utility of a distinctive Briggs design.

# Compatible color by Briggs Beautyware

*adds fresh appeal to a contemporary bathroom*

Color—beautiful color—to add life and zest to the classic symmetry of a modern bathroom! With Briggs bathroom fixtures in color you can do wonders for *any* bathroom décor you select. Choose from Sea Green, as shown, Coral, Sandstone, Sky Blue or Pearl Gray as well as sparkling White. You'll find Briggs Beautyware the ultimate in practicality, too, with gleaming surfaces for easy cleaning and long-lasting beauty. Add color to your bathroom . . . beauty to your home . . . convenience to your everyday living with Briggs Beautyware . . . America's smartest plumbing fixtures.

BRIGGS MANUFACTURING COMPANY • DETROIT, MICHIGAN

**BRIGGS**

BEAUTYWARE



# CASE OF THE HIDDEN TV

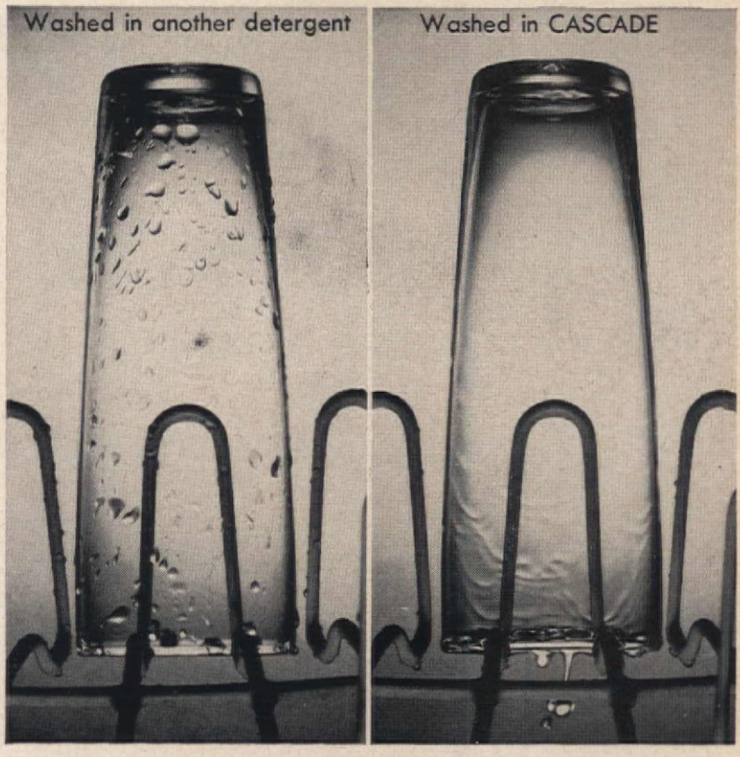


Making a television set unobtrusive in a small room can be as difficult as trying to hide a bull in a china shop. Either a set seems to take up too much floor or wall space, or once happily placed to sit unnoticed in the background, it's awkwardly located for comfortable viewing.

Here's an ingenious solution for both problems: a set cleverly built into the wall, concealed with doors paneled in butterfly prints to look like pictures. The protruding case acts as a third-dimensional frame. Another special feature of this built-in is its ease of access for repairs: You can get at the back of the set from the cupboard in the hall behind the living room wall. The living room arrangement is simple and flexible, with seating groups opposite the set to suit any occasion. The traditional sofa, with its colorful pillows, adds to the deception by being underneath the TV, facing a window wall.


NEW! FOR AUTOMATIC DISHWASHERS

**Cascade eliminates drops that spot!**




**Today's improved Cascade contains exclusive Chlorosheen to change drops of water into clear-rinsing "sheets."**

**That's why American Kitchens puts Cascade in every Roll-o-matic!**

*These glasses show why new, improved Cascade* stops spotting as no other detergent can. Cascade's exclusive Chlorosheen changes water *drops* into free-flowing *sheets* . . . leaves everything so slippery-clean, rinse water slides right off. Result: no water drops, no ugly spots. And new, improved Cascade dissolves *completely* . . . leaves no dried-on specks for you to wipe off. It gets everything *close-up clean!* Try new Cascade—now sealed in protective foil.

American Kitchens

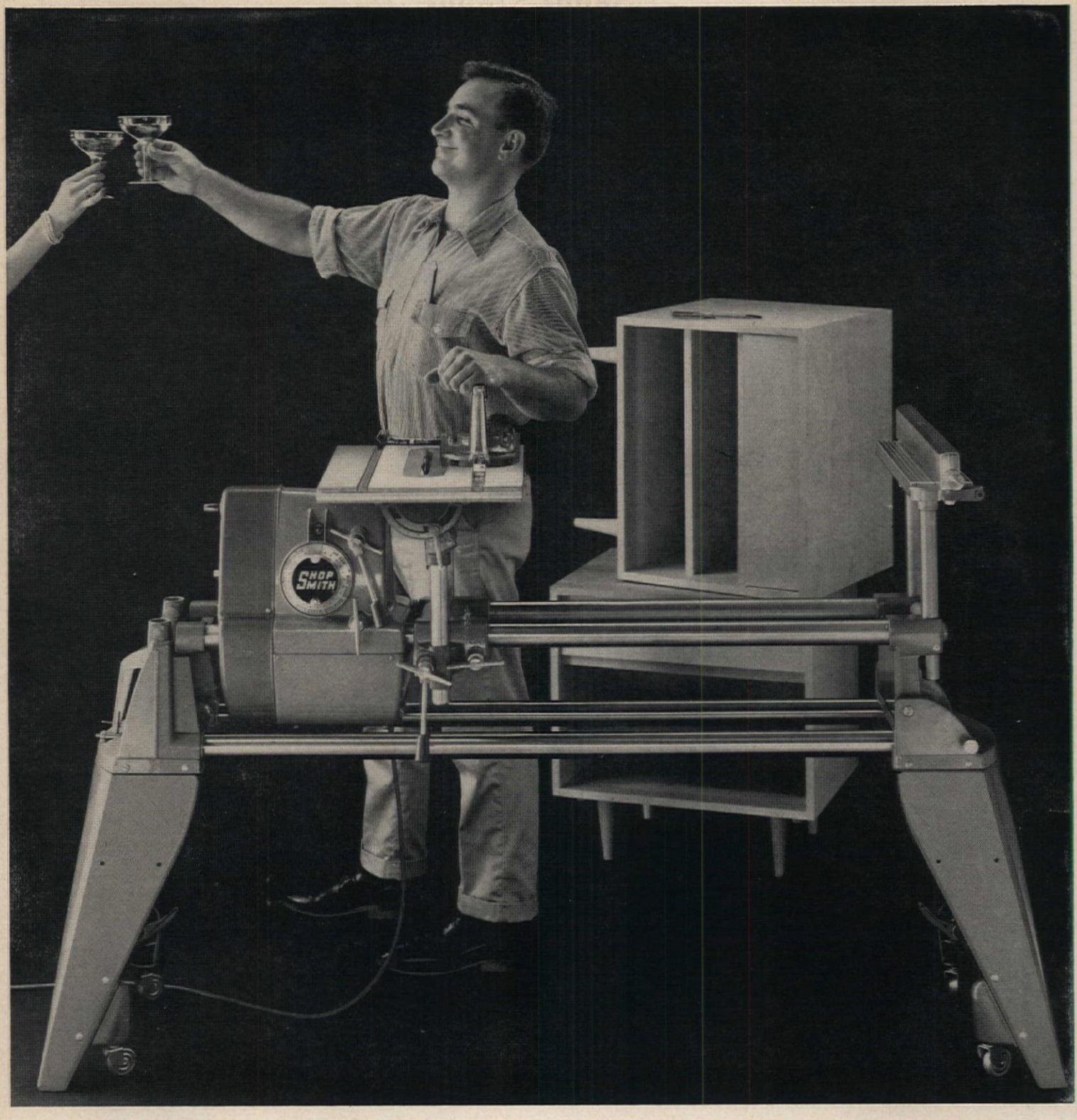
**advises you to use Procter & Gamble's Cascade**




*American Kitchens full-size Roll-o-matic* dishwasher-dryer is completely portable . . . completely automatic. *Power*-washes, *power*-rinses, *power*-dries with new "Cool-Wall" drying action—no steam puffs into the kitchen! Exclusive "ADD-A-DISH*" lets you add the dish you overlooked with no resetting, no loss of hot water or detergent. And to *eliminate drops that spot*, American Kitchens packs Cascade in every Roll-o-matic.

*T. M. Reg.

**Every leading dishwasher manufacturer advises you to use Cascade**




**Triumph in the workshop**—another project completed with typical professional results, and with a fitting celebration. Naturally, you'll tell her SHOPSMITH® deserves a lot of the credit. But after all, you picked SHOPSMITH over all other power tools, because it's the one truly complete power shop. That's your real triumph. Only SHOPSMITH—in one magnificently engineered unit—gives you all the tools you need to build *any* project from *start* to *finish*.

Visit your leading hardware or department store, lumber yard, or Montgomery Ward, and find out why over a quarter-million men now own SHOPSMITH. For two free books, drop us a card today: Dept. 102-A, Magna Power Tool Corporation, Menlo Park, California, or Box 2808, Fort Wayne, Indiana. ®T M REG.

THE
INCOMPARABLE
**SHOPSMITH**

SHOP SMITH

MAGNA POWER TOOL CORPORATION

ONLY SHOPSMITH LETS YOU COMPLETE THE JOB!



See "Where Credit Is Due," page 148



*Some people do-it-themselves*

*when they have to move . . .*

*but 95% call on professional*

*help to do the job*

# 40 MILLION ON THE MOVE

Most do-it-yourself fans will tackle anything. They balk, however, when it comes to moving. Most of them want no part of the unpleasant task and have adopted a hands-off policy. As a result, unlike some businesses affected by the do-it-yourself trend, the professional mover is in great demand. There are scarcely enough vans, particularly at the seasonal peak, to handle the household goods of the vast number of families in this country who need to move. This year, for example, it is estimated that between 35 and 40 million Americans will change their residences. The professional mover will handle 95 per cent of these moves. Inveterate do-it-yourselfers who handle the job via car, truck or trailer will be handling the remaining five per cent.

One factor responsible for this hands-off moving policy may be the fact that moving is downright hard work. Another is that women now supervise a task which formerly was handled by the man in the family. Many firms, quick to recognize how important the homemaker has become to their business, have concentrated on making their service as helpful and appealing as possible to the lady-of-the-house. For example, today, household furnishings are covered with sanitized pads and transported in sanitized vans to their destination. One of the more progressive companies sanitizes all its vans and equipment every six months with a special liquid chemical which acts as a deterrent against fungus, mold, mildew and bacteria in goods in transit.

Most unique is a Pre-Planned Moving Service offered by United Van Lines with the personalized help of a consultant, Mrs. Bette Malone, who gives professional advice and service to housewives on moving problems whether local or long distance.

In reply to a vast number of letters received each week, her advice may range from how to pack different items for safe transit to information concerning the city to which the family is moving. Answers to many questions women ask about moving are contained in information leaflets and booklets prepared by Mrs. Malone and her staff. Here are some helpful "do's" and "don'ts" you might do well to keep in mind:

Though you can pack such items as china, glassware, lamps and antiques yourself, the packing of such fragile belongings is an art, best handled by professional packers. You'll find it's safer, more convenient in the long run to let the movers do it.

Remove all jewelry, money, valuable papers and articles of unusual value from furniture drawers. The movers can not be expected to accept responsibility for these articles. In any case, it's better to make certain your belongings will be protected against damage or loss for their full value.



Moving companies are not responsible for servicing refrigerators, ranges, washers, dryers, air conditioners, television or record players. Have these disconnected and prepared for moving by your local appliance serviceman.

Your move should be scheduled to allow your mover one day to pack and one day to load his van, and ample time for arrival and unloading. As a general rule this time should be allowed in addition to travel time of 350 miles per day for long distance moves.

In packing belongings yourself, here are some general suggestions to follow. Use care not to overload articles of furniture when packing things in drawers. Never pack articles *above* the top of the container, but to within one inch of the top. Blankets are best protected in large cartons. Towels, pillows, mirrors and pictures with ordinary frames may be packed in dresser drawers; books can go in boxes or small cartons and tied securely; records should be packed upright.

Consultant Malone is well qualified to give the above advice or tackle even more unusual questions—like how to move parakeets, or what to do with your six children while you're moving—for she is a housewife herself and a graduate home economist with wide experience as a lecturer, writer and teacher. At present she's the active president of the Missouri State Association of Home Economists.

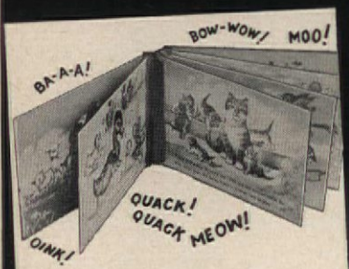
Having been an educator, Mrs. Malone is convinced that household moving should be taught as part of a home economics course, an idea substantiated by thousands of inquiries from teachers. In the future you may well expect your daughter to know as much about packing up the whole family for a change of residence as she does about operating her automatic washer or driving the family car.

## Let's Be Friends! A Special "Get-Acquainted" Offer!

Regularly $1 each

NOW ONLY 59¢ EACH PPD.

ANY 2...$1 ppd.




**TALKING ANIMAL BOOK.** Big thrill for little ones! Full-color animal book packed with pictures and stories of barnyard favorites—and every animal in it "talks"! Press each page—cows moo, ducks quack, dogs bark! Meows, oinks, chirps, etc. fascinating for youngsters, teaches them, too. 8" x 5½".



**MUSICAL JUMP ROPE.** "Skip and skip and one and two—it's a musical jump rope *just for you!*" Plays a twinkling tune as the rope turns—adds a new dimension... more fun ...to a favorite game. Sturdy rope, gay colors, smooth enamelled wooden handles. Sure to give delight for years!



**FREE GIFT!**

With every purchase, we send you FREE, year's subscription (6 issues) to the world-famous Spencer Gifts Catalog... featuring imported and domestic gifts, toys, antique reproductions, housewares.

Single copies free on request

SPENCER GIFTS

700 SPENCER BLDG. ATLANTIC CITY, N. J.



## Baby's *Personal* Birthday Candle




Lighting baby's personalized birthday candle every year—for 21 years—becomes the highlight of each birthday celebration. Exquisitely decorated in full color, it burns for hours every year to the next marking. This fine custom-made 1 lb. candle is 17" high, with markings for 21 birthdays. *Permanently personalized with baby's full name, birthdate and weight.* A memorable and perfect gift—everyone enjoys seeing the candle "grow down" as the birthday child "grows up."

**With wrought iron holder $3.45 prepaid**

**With cadmium plated (silver color) holder $3.95 prepaid**

Send for Free COLOR PHOTO and Folder

WEDDING ANNIV. CANDLE

**A charming gift for a young couple: Personalized Wedding Anniversary Candle with markings and correct symbols for 60 years. $3.95 prepaid**

**LION'S NOVELTIES, INC.**
Dept. 102
139 Payson Ave.
New York 34, N. Y.



## CAKE DECORATOR SET

**$1.00**



Decorate party cakes like a professional! Delightful Circus Cake Set has gaily striped red roof, poles, flags, clown and 12 plastic animals, approximately 1¾" tall. Fits any size cake—stands 9" high. Use it over and over. Complete set only $1.00 postpaid.

*Send for free gift catalog*

**ARTISAN GALLERIES** 2100-D10 N. Haskell Dallas 4, Texas



## SHEETS, TOASTERS, TOWELS, MIXERS, etc. GIVEN TO YOU FREE!



Thousands of famous products to choose from—furniture, fashions, silverware, china, draperies, etc. You get $50.00 and more in merchandise just by being Secretary of a Popular Club you help your friends form. It's easy! It's fun! Nothing to sell or buy. Write today: Popular Club Plan, Dept. L905, Lynbrook, N. Y.

Popular Club Plan, Dept. L903, Lynbrook, N. Y.
Send Big FREE 276-Page FULL-COLOR Catalog

Name.....

Address.....

City.....State.....



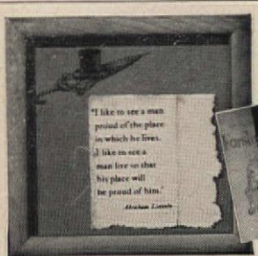


## VENUS DE MILO

**One of the most famous pieces of art in the world. An ancient Roman Goddess of bloom, beauty and gardens. Originally a Hellenistic marble statue undraped above the thighs and without arms, found on Melos, now in the Louvre. The entire statue, exactly as it is today, is faithfully reproduced in our replica of smooth, white Italian alabaster. 10" high. $5.95 includes postage. No C.O.D.'s, please.**

**EDITH CHAPMAN** 260 Main Street Nyack, New York





## WORDS OF LINCOLN $1.00 p.p.

*for your wall...plus our new catalog*

Abraham Lincoln said: "I like to see a man proud of the place in which he lives. I like to see a man live so that his place will be proud of him." A fine home-motto isn't it? Nicely lithographed in soft greens, our cherry frame complete with our latest catalog. Post paid *any where* for just $1.00.

**Carl V. Forslund** *Quaint American Furniture*®

122 FULTON, GRAND RAPIDS, MICHIGAN


# Stop N' Shop at THE AMERICAN HOME Market Place

**HELEN DE MOTTE**

Welcome to the Market Place! Merchandise, if not personalized, may be returned within seven days for a full refund. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s. Unless otherwise stated, postage is included in price.



**SCENIC WONDER.** The scene is picturesque England in pink or blue on white. The wonder is how hard it is to find a "miniature" Gravy Boat for serving gravy, sauces, melted butter or dressing. 3" high and 5½" long, with attached plate. Use also for cigarettes or flowers. Just $1.00 plus 25¢ post. (Silverplated ladle available for $1.95.) Added Touch, Dept. AH, Wynnewood, Pa.



**STAND ON THE TABLE** or desk this well-scaled magazine rack designed to rise to these new heights or to take its usual position on the floor. Crossbars inside manage to keep over 20 magazines standing straight as soldiers. It is 13½x9½x16" high, and you may have it in honeytone knotty pine or lovely maple finish for $12.95. In kit form, $8.50. Yield House, Dept. A-7, No. Conway, N.H.



**WATCHING THE CLOCK.** A bright and brassy-looking Electric Wall Clock in the shape of an old-time pocket watch has us all wound up over its decorative possibilities. It measures 9½" high to the top of its fake winding stem, and we think it would look elegant over any desk, or in a picture group. $5.98 plus 42¢ post. Interior Trends, 56-A, Underhill Ave., Brooklyn 38, N.Y.



**IN A LITTLE SPANISH TOWN** they make these wonderful modern pitchers of highly polished aluminum with all the gleam and elegance of Old World silver. Jet black bakelite handles extend the graceful flowing design. You will want some for gifts, the set of all three for yourself. 2-qt. size, $3; 1-qt. size, $2; 1-pt. size, $1. Set, $5.75. Elron, 225A W. Erie St., Chicago 10, Ill.



**BLUE WILLOW TABLECLOTH** for you to embroider has the lovely Blue Willow pattern stamped in Jiffy cross-stitch (5 stitches to an inch). Kit includes white linen cloth and all the necessary floss in either Spode blue or pink, and when finished it is truly magnificent. 54x54" $5.95; 54x70" $7.50; 60x80" $8.75; 72x108" $15.75. Susan Smith, Carpentersville 13, Ill.



**THREE, FOUR, OPEN THE DOOR** and you will hear the enchanting sounds of this Swedish Door Harp hung on it. As the three cherry red wooden balls swing gently against the tuned wire strings, it plays a cheerful greeting. The 7" harp is white enameled wood with a gay Provincial decoration. $2.98 plus 25¢ postage. Religious Art Guild, 200-AH, Monson St., Peoria, Ill.



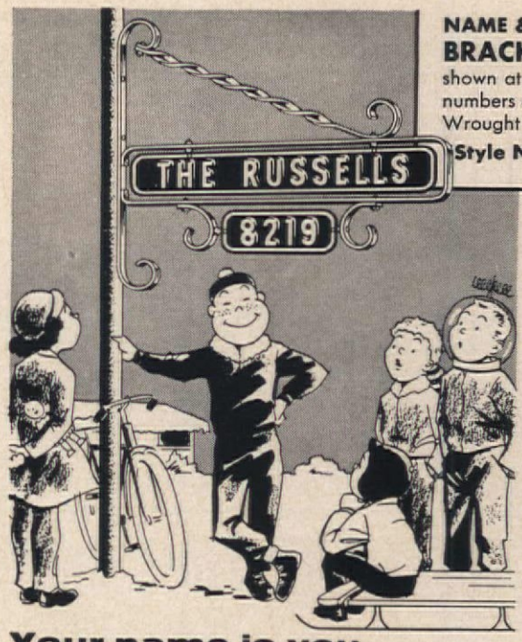
**HIDDEN MEANING.** An old-fashioned sugar scoop of antique-finished pine is equipped with a gay red bottle opener. When the bottles are opened the caps drop neatly into the bottom of the scoop, out of sight until you are ready to empty it. A mellow note for a provincial kitchen, den, or rumpus room. 10" high. $3.50. Artisan Galleries, 2100-AH No. Haskell, Dallas 4, Tex.



**INSTANT HOT WATER.** Just a slight turn to the right or left when this electric "coffee pot" is on its matching white porcelain base, and in no time the water inside is boiling. Turn it back, and the heat's off. Just add instant coffee or tea and serve. The base acts as a hot plate to protect your table. 7½" high pot holds 4 cups. $3.69. Seth and Jed, Dept. AH, New Marlborough, Mass.



**TAKE A CAT MAT** (or an equally fetching Dog Mat) made of wipe-clean plastic for a child's own place mat and mealtime will be twice as entertaining for the small fry, twice as relaxed for mother. To avoid all mixups, each animal mat wears a tag on a chain, and you may insert each child's own name. Specify Dog or Cat, $1.10 ea. Greenhall, Dept. AH, 1133 Broadway, N.Y. 10, N.Y.


**NAME & NUMBER BRACKET MARKER**
shown at left 17 letters and numbers on top line, 6 on lower. Wrought aluminum bracket.
Style NB $4.95 POSTPAID




**MAILBOX MARKER** fits any mailbox—install in a minute style M $1.95 POST PAID




**FRAMED MAILBOX MARKER** attractive wrought aluminum frame style MF $2.95 POST PAID




**DELUXE MAILBOX MARKER** graceful wrought aluminum frame and scrolls style EM $3.45 POST PAID

**Your name is you**
–to your friends and neighbors
–to the doctor and other callers
–even to yourself and your family!
*present your name attractively,*
**with a DAY-n-NIGHT® MARKER**
*The perfect gift for Christmas because it's personal*
On request we send a smart vellum gift card, inscribed with your name or nickname, to announce your gift.




**TWO-LINE MAILBOX MARKER** up to 17 letters and numbers each line style OM $4.95 POST PAID




**NAME & NUMBER MAILBOX MARKER** up to 6 letters and numbers top line, 17 on lower style NM $3.95 POST PAID




**LAWN MARKER** wrought aluminum stand; up to 17 letters and numbers style L $2.95 POST PAID




**NAME & NUMBER LAWN MARKER** up to 6 letters and numbers top line, 17 on lower style NL $4.95 POST PAID




**BRACKET MARKER** attractive wrought aluminum bracket for wall, post, etc. style B $2.95 POST PAID




**FRAMED BRACKET MARKER** With wrought aluminum frame. style FB $3.95 POST PAID




**TWO-LINE BRACKET MARKER** up to 17 letters and numbers each line style OB $5.95 POST PAID

**Letters shine bright at night**
**Easy to read DAY-n-NIGHT**
**2 sided; raised letters on both sides**
**Rustproof—lifetime aluminum throughout**
**Permanent embossed lettering—raised in solid plates**
**Baked enamel finish—black background—white reflector letters**
**Attractive size—nameplates 2½" x 18", number plates 2½" x 7"**
**Any wording you want, up to 17 letters and numbers on name plates, up to 6 on number plates. Same on both sides.**

**COLOR!** Background on any marker in your choice of **ANTIQUE COPPER • BARN RED • KELLY GREEN** Baked enamel automobile finish. Same brilliant white reflecting letters as black and white styles. only 50¢ extra per marker

**WE SHIP WITHIN 48 HOURS**

**MAKE $60 EXTRA THIS MONTH**

Here's an easy, pleasant way to make money for yourself, your club or your church—take orders for nationally-advertised Spear products! Mrs. E. T. made $170 a month for part-time; Mr. A. S., $25 a day full time. Beginners can make as much as $60—$75—even $100 in the first month, more later! Write *today* for easy Profit Plans. We'll rush everything you need to start making money at once.

Spear ENGINEERING COMPANY
693 Spear Bldg., Colorado Springs, Colo.

**• ORDER FORM •**

Spear ENGINEERING COMPANY
693 Spear Bldg., Colorado Springs, Colo.

PLEASE PRINT CLEARLY
**SATISFACTION GUARANTEED OR YOUR MONEY BACK**
WE SHIP WITHIN 48 HOURS

| | STYLE | WORDING—Any wording you want, up to 17 letters and numbers on large plate, 6 on small. Show punctuation but don't count it. | COLOR (copper, red or green 50¢ extra) | PRICE |
|---|---|---|---|---|
| *ANY WORDING YOU WANT, ON ANY STYLE MARKER | | | | |
| | | | | |
| | | TOP | | |
| | | BOTTOM | | |

SHIP TO:

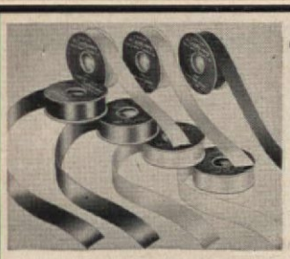
ADDRESS

CITY ROUTE OR ZONE STATE

TOTAL

☐ Remittance enclosed: ship postpaid in U.S.

☐ Ship C.O.D. I will pay C.O.D fees and postage.



Fine Woven Satin

## 150 ft. RIBBON 50¢

**Choice of 11 Lovely Colors**

White, Christmas Red, Green, Pink, Light Blue, Royal Blue, Orchid, Gold, Light Green, Cocoa, Yellow. Factory-fresh, no scraps or pieces. Reg. $1.50 value! ½" width ribbon 150 foot roll, only 50¢ ppd. Ribbon in 1" width, 75 foot roll, same colors 50¢ ppd. State width and colors when ordering. Satisfaction guaranteed.

Hand-Tied

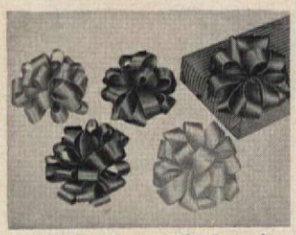
## 8 SATIN BOWS 1.00 PPD

**Assorted Colors • Solid Colors**

Glamorize your packages with our ready-made hand-tied, factory fresh, quality satin woven bows! Ready to use—just tie on packages! Bows are approx. 6" dia., 1" wide. 2 bows each in White, Red, Green and Gold. Or 8 bows in any one solid color. Specify assorted or solid color.

WRITE FOR FREE CHRISTMAS CATALOG

EASTERLING, 1227 Loyola, Dept. RB-3, Chicago 26, Ill.



Send For Free Gift Catalog

## BABY SHOE HEIRLOOMS



**For proud parents and grandparents.** Baby shoe bracelet and tie bar proudly proclaim the beloved children or grandchildren . . . their names and birthdates are engraved on separate ¾" baby shoes. Adorably crafted shoes, chain bracelet and tie bar are Sterling Silver or 12K Gold Filled. As many as you wish may be attached. Baby Shoes—$1.95 each; Bracelet—$1.95; Tie Bar—$2.50. Includes engraving, tax, postage. **IMMEDIATE DELIVERY.** Write for free gift catalog. **ZENITH GIFTS,** 107-K Post Office Bldg., Brighton 35, Mass.




**YES, 100 TOY SOLDIERS $1.00**

Keeps kids busy for hours! Molded plastic designed to scale—each stands on its own base. Army and Navy task force with complete equipment. Excellent detail; up to 4½"—Completely assembled. Children love them!

**Also 100 COWBOYS & INDIANS $1.00**

Every young Buckaroo who watches TV will want this complete Wildwest Rodeo! Bucking Bronchos, Sheriffs, Cowgirls, Covered Wagons, Warriors, Squaws, etc.

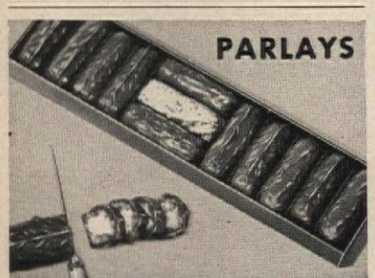
**Also 100 TOY PIRATES $1.00**

Capt. Kidd, Pirate Ships, Seamen, Buccaneers, etc.—a big treasure chest for hours of thrilling adventure!

Each set $1.00 plus 25¢ postage and handling. Order several NOW for Xmas gifts!

Gifts MASTERCRAFT 273A CONGRESS BOSTON 10, MASS.

FREE! GIFT 'N GADGET CATALOG



## PARLAYS

**A FAMOUS NEW YORK CANDY BY LOFT'S . . . SINCE 1860**

Rich Honey Nougat is covered with Creamy Caramel, rolled in Crisp Chopped Pecans and covered with our exclusive-blend Milk Chocolate. This wonderful candy treat made by a fine old candy kitchen has thrilled New Yorkers for years! Smart hostesses serve luscious PARLAY bars sliced, for an unusual dessert. Pound . . . Postpaid $2. Please, no C.O.D.'s. Only at **LOFT'S,** Dept. A10, 38-38 Ninth Street, Long Island City 1, N.Y.

## THE "Twodor" STORM & SCREEN DOOR COMBINATION

***Most Beautiful, Strongest Wood Door Built***

Yet "Twodor" is priced as low as common type

If your doorway looks plain—"Twodor" will give it that handsome custom look. If your doorway looks lovely—"Twodor" will make it even lovelier. We believe this the most handsome combination door made—we know it's the strongest. It will not sag or come apart. Pets can't rip or snag screen panel. Ideal for Colonial, ranch or modern homes. Sturdy cross panels; mortised, dowelled joints; waterproof glue. Of solid kiln dried pine, standard 1⅛" thick. Quick change glass and screen panels lock snug with special fasteners. Shipped complete with directions for installing, painting, finishing. For all standard size door openings.



ALL SIZES—ONLY

**$27.95** COMPLETE

*Shipping Chgs. Collect. Immediate delivery*

Large new catalog—10¢ coin or stamps

**YIELD HOUSE**

Dept. A10-7, No. Conway, N.H.



Tall, Early Blooming

## TULIPTREE $1

Tulip Trees are magnificent fast growing lawn specimens sometimes maturing to 80 ft. heights with lovely tulip-like blooms in early summer and dense green foliage. Hardy, thrive almost everywhere. We ship only certified healthy rooted planting stock, U.S. nursery grown from seed, 2-3 feet tall, 1-2 years old, ideal for first transplanting. Only $1 each, 3 for $2. Red Bark Dogwood (Cornus Stolonifera) *also nursery grown from seed, 12 years old,* free of extra cost. Rush order for fall planting. If C.O.D. postage extra. Cash orders addd 35¢ and we ship postage paid. Satisfaction guar. or return for purchase price refund. Any tulip tree not developing replaced free (5 year limit). Write

**DUTCH BULB IMPORTERS**

**Dept. TS-1402—Grand Rapids 2, Mich.**

Any Calling Card or Any Signature

*Faithfully Reproduced as*

## CUFF LINKS or TIE BAR




A treasured keepsake for any man! We'll reproduce any signature, trade mark, calling card or business card on lifetime metal as handsome Cuff Links or Tie Bar. **Satin Silver Finish: CUFF LINKS, $7.95 pair; TIE BAR, $4.95. Gold Plated: CUFF LINKS, $8.95 pair; TIE BAR, $5.50.** Tax included. Gift-boxed. Satisfaction guaranteed. Allow 2 to 3 weeks for delivery. Send signature or calling card you wish reproduced, with check or money order. No C.O.D. please.

**W. N. Dresden Assoc., Mfrs.**

Dept. A-12, 179 W. Washington, Chicago 2, Ill.

**BIG AS LIFE** photo-mural of Roy Rogers and his horse Trigger is just the pin-up to delight a young cowboy or decorate your rumpus room. A big 5′7″x2′ in full color, it comes in a mailing tube so you can send it as the world's largest greeting card. Detachable messages read: *Happy Birthday, Get Well, Thank You, Welcome Home,* or *Greetings.* $2. Life Size, Dept. A-7, Redstone, N.H.



**OLD-FASHIONED CRACKER BARRELS** seem to have left behind a wave of nostalgia, even shared by those who never had the chance to dip into one, so we love this Cracker Bucket with its design of an old pot-belly stove with cracker barrel alongside, and *Crackers* in old-fashioned typescript. 7½" high. $2.95 plus 35¢ post. Puddin' Holler, Dept. 9-AH, East Swanzey, N.H.




**JOHNNY JUMP-UPS** and Jumping Bean Jills will be found sitting pretty in their own little red metal folding chairs with their first names emblazoned across the back. Perfect down-front seats for TV viewing or listening to a bedtime story. They fold flat to go into the closet after the show, or out visiting. $2.75. Gotham Gifts, 67-85 Exeter St. A-10, Forest Hills 75, N. Y.



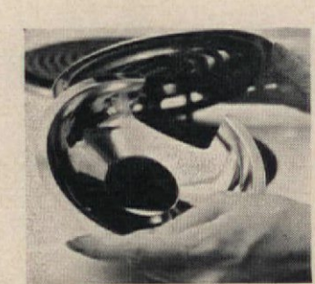

**PIE IN THE SKY.** A silver *Pie Pedestal* puts your delicious pie right in the limelight where it belongs. Made by The International Silver Company, the gadroon-bordered tray is 11" in diameter, the pedestal 5" high. 9½" pyrex baking pie plate included. Perfect also for fruit arrangements and centerpiece use. $8.95 (tax included). Eagle Products, Box 84A-V, Meriden, Conn.



**PENNER PENGUIN** is a confirmed autograph collector. He has a specially finished white tummy to show off signatures and a fine ball-point pen right under his wing. Use him as a gay guest book, a party ice-breaker, or give him to a favorite teenager to adore. Penner sits 14" high, comes in blue or black with bright red nose and bottom. $2.50. Craft Shop, Dept. A, Cambridge, N.Y.



**CHROME REFLECTOR PANS** to replace those on your electric range which may have become dingy or discolored. Sparkling chrome finish reflects the heat, and is easy to keep clean and bright. Five types are available, so be sure to specify the make and approximate year of your range. Large 8" pan, $2.10; small 6" pan, $1.60; Musti Co., Dept. A-5, Box 22, Trevose, Pa.



# Bancroft's THE UNUSUAL FROM 'ROUND THE WORLD




### Repair Any Cement Yourself
### NEW LATEX CONCRETE

Repair concrete and brick professionally! Scientifically formulated Latex Concrete dries to long-lasting waterproof cement . . . goes on easily as modeling clay. Repair broken step edges, cracks in walls, walks, driveways, curbing. Apply as thin as 1/16" or more than 1" thick. Won't chip, can be painted any color. Special trowel included.
**BL 8302 Latex Concrete** . . . . . **$3.95**




### Fun On The Farm
### BOOK THAT TALKS—75¢

A different animal speaks to your child from every page! Colorful story has sounds to fit words. Cows MoOO. Dogs Bark, Ducks go Qua-a-ck! Press the entire book and all sing in chorus.
**BL 8412 Talking Book** . . . . . **75¢**
With **Child's Name,** hand painted. **BL 609-P** . . . . . **$1.00**



### INSPIRATIONAL GIFT
### COMMANDMENTS BRACELET

The ten commandments engraved on individual gold plated discs adorn sturdy link-styled bracelet. A beautiful accessory for any age. Children wear it proudly to Sunday School . . . adults cherish it for the thoughts and words it inspires.
**BL 120-J** . . . . . **$1.00**




### His Own "Overnight Parker"
### PERSONAL DRESSER DE-MESSER

Well placed for well-dressed men! No grumbling and fumbling for collar stays, tie pin, rings, watch, wallet, or change. They'll be conveniently parked in handsome ceramic replica of a tie and collar. 5" diameter. With any first name hand-painted.
**BL 506-P De-Messer** . . . . . **$1.95**



### For Little Cooks With Big Ideas
### GREAT BIG "MOMMY-SIZE" KITCHEN

Almost as big as Mommy's! Refrigerator, Range and Cupboard have doors that open and close, dials, timers, freezer compartments, knobs that turn, and plenty of "shelf" space. Cupboard, refrigerator are over 3 feet high; range is 2 feet. Sturdy fibreboard.
**BL 1068-S Dutch Design Cupboard** . . . **$4.98**
**BL 1069-S Refrigerator** . . . . . **$4.98**
**BL 1070-S Range** . . . . . **$3.98**



### At-Your-Side
### IRONING CADDY

Here's that "extra pair of hands" that you have always needed and wanted around the house! It sets up in a flash, set it down next to your ironing board and it takes 20 of your freshly ironed garments and hangs them neatly. You can use it for drip-drying or for hanging your clothes up to air out. Stand it in a corner and it acts as a temporary closet: if you have a guest it's a clothes valet. Collapsible, 4 feet high; it fits into any storage area without trouble. Lightweight aluminum for a lifetime of use.
**BL 1050-S. Ironing Caddy . . .** **$2.98**



### Now You Can Slenderize At Home!
### PORTABLE CUSHION VIBRATOR
### Only $29.95 Complete

- Breaks Down Fat
- Helps Circulation
- Eases Aches, Pains

New Cushion Vibrator tones up your entire body and helps you slenderize—with no disrobing necessary! Lightweight and portable, you can use it on any part of the body to streamline waist, hips, thighs, arms, legs. Gently vibrates to help break up fat, stimulate circulation, and make you feel "good all over." Gives the effect of mild exercise without exertion. Actually helps get rid of tension and tiredness as it soothes frayed nerves. Enjoy advantages of expensive reducing salons or Swedish massages at a fraction of the cost. Sturdy vibrating mechanism with padded plastic covering. 5" x 5" x 11" long.
**BL 140-J Vibrator (110 volts, 60 cycles, AC)** . . . . **$29.95**




### "MOSS ROSE" INSTANT COFFEE JUG

Let's face it . . . Instant Coffee is here to stay! But why serve it out of commercial jars when you can present it to your guests in this elegant white china jug. Lovely enough for the finest table setting. Especially made for instant coffee, it has an air tight lid that preserves the flavor indefinitely. Rich-looking Moss Rose design is set off with brilliant gold inscription. A superb way to serve roaster fresh coffee every time and make it appetizing even before it reaches the cup.
**BL 8985** . . . . . **$1.69**






### NEW GARMENT BAG FOR SHOES!
### No Squat! No Stoop! ENDS CLOSET CLUTTER

Imagine a bag with 24 pockets to store all shoes in the space of just one garment . . . all at easy-to-reach hand level. Now you can keep the whole family's shoes dust, scuff and mildew-free in one small space. Precision tailored fabric fits over a rigid frame. Extra heavy gauge shatterless vinyl cleans with a damp cloth. Has full zipper door for easy opening. The 9" x 21" x 34" size fits any closet. In beautiful colors.
**BL 9123, Green**
**BL 9125, Pink**
**Each Shoe Bag** . . . . . **$4.98**
**Deluxe 40-Pockets Unit**—9" x 21" x 53" Long.
**BL 9604, Green**
**BL 9605, Pink**
**DeLuxe Shoe Bag** . . . . . **$7.98**






### WATERPROOF NAME MITTENS

Can't get wet! Can't get lost! Plastic coated mittens or gloves are handlettered with any child's first name. Completely watertight and flexible with fleece jersey lining for extra warmth and protection. Specify red, blue or brown. Give child's age for size.
**BL 508-P Mittens** . . . . . **$1.00**
**BL 509-P Gloves** . . . . . **$1.50**



### ELECTRIC FIREPLACE

The logs actually flicker and glow! Santa can visit your home in style and "warm" himself by the fireplace. Comes with red-colored "bricks", holly wreath, simulated andirons and logs. Life-size—almost 4 feet tall. Sets up in 60 seconds. Rigid Kraftboard. Complete with flicker, socket, cord.
**BL 1002-S Fireplace** . . . . . **$3.95**

### Double Closet Space
### STORE YOUR SEPARATES

A complete closet! Sturdy storage bag holds 32 items in the same amount of space as 16. Helps to keep your wardrobe neat and free of moths. Clear plastic windows let you select clothes at a glance . . . quilted vinyl trim adds strength, beauty. Both styles are 63" long.
**Shelf Separates:** 16 skirts, slacks, etc., hang in bottom; 2 shelves in top hold hats, linens, etc. . . . . **$4.98**
**BL 9009**
**Hang Separates:** 16 blouses, shirts, etc., hang in top. 16 skirts, jackets, slacks and your miscellaneous separates hang in bottom.
**BL 9010** . . . . . **$4.98**






### VIRGIN MERMAID FISH LURE

She really works! Attracts and catches trout, bass, blue gills! She's a castaway's dream done in alluring bright, natural colors that are so inviting to fish. Almost guarantees you a prize catch every time! Luscious mermaid is sure to make companions gape and "Pikes peek"! Of tough plastic with 2 strong treble hooks. In reusable clear plastic box. Casting size—3" long. A swell gift for all your fisherman friends!
**BL 5811** . . . . . **$1.75**




### SANTA TALKS TO YOUR CHILD

. . . and calls him by name! Imagine the thrill for your child when Santa talks personally to him! Santa discusses being good, his reindeer, etc. Junior even sings "Jingle Bells" with Santa. Each name individually recorded. Unbreakable 78 RPM record. Specify name.
**BL 2510-D Santa Record** . . . . . **$1.00**



### STRETCH TO HEALTH . . .

. . . and REDUCE! Develop shapelier figure and regain radiant health—in your spare time at home. Perfected in Hollywood where health is wealth, rubber Rowing Machine Exerciser makes it pleasant to lose excess pounds. Folds compactly for inconspicuous storage.
**BL 3785** . . . . . **$3.95**




### PERSONALIZED GAY 90'S TRAY

Surprise guests with your own personal touch of hospitality. Nostalgic Gay 90's couple on handsome metal serving tray is identified with your name and that of your spouse. Last name hand-lettered, 9" x 15". Specify both first names and last name.
**BL 2539-D Gay 90's Tray** . . . . . **$1.98**

### EXCITING NEW BALLPOINT "LEG" PEN

Get a "kick" out of writing! Beautiful flesh-tinted plastic ball point pen is shaped like a movie star's million dollar leg. A twist on cap retracts point into leg—uses standard refills. Novel yet practical, the banker's approved non-smear ink writes like a dream—smooth and easy. Highest quality, fits hand perfectly. Watch Gramps kick up his heels when he sees it—he'll write like a boy again.
**BL 207-J** . . . . . **$1.00**





### Bake, Roast On Top Of Stove
### JUMBO ECONOMY OVEN

Do all of your cooking on one burner! You won't even light your oven. No stoves to scour or hot kitchens. Bake, roast or cook almost anything you'd put into your regular oven. Metal oven includes lid, pan, grill, base.
**BL 9061 Economy Oven** . . . **$1.49**



### Operates From Dashboard
### CAR VACUUM CLEANER

Keep your car clean wherever you are—at a moment's notice. Portable car vacuum sucks up dirt, dust and crumbs from upholstery, floor, interior. No outside outlets or attachments needed. Fits in glove compartment. With 12 ft. hose.
**BL 3749 Car Vacuum** . . . . . **$3.98**




### The Dentist Way To RELINE TEETH

Now eat anything! New "Firma-Teeth" gives dental plate more hold-in power! Used by dentists. Molds to exact contour of plate and gums. Cushions and insures perfect fit. ONE APPLICATION LASTS YEARS! Pleasant tasting. For full or partial plates.
**BL 7737 Firma Teeth** . . . . . **$2.00**



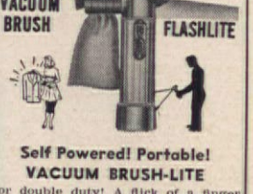
### Don't Tug! Don't Pull!
### ROLLING VACUUM CART

Carrying a vacuum cleaner is as old-fashioned as Granny's bustle! Your canister-type vacuum will glide on this smooth operating steel dolly. No pulling or strain. Ball bearing casters swivel for added ease; retaining band fits any size canister.
**BL 7145 Vacuum Cart** . . . . **$3.50**




### NO MORE "DOG ACCIDENTS"!

Amazing scientific compound housebreaks your pet—automatically! Just pour 2 drops on any newspaper, mat or spot desired . . . attracts Fido like a magnet every time. Protects furniture and rugs. Trains pets to use selected outdoor spots, too.
**BL 3739** . . . . . **$2.00**




### Self Powered! Portable!
### VACUUM BRUSH-LITE

For double duty! A flick of a finger and this Electric Vacuum Brush sucks dust and lint into a removable bag. Another flick and it's a flashlight. Brush cleans clothes, venetian blinds, upholstery. Uses standard flashlight batteries.
**BL 9606 Brush-Lite** . . . . . **$2.95**




### PERSONALIZED CIGARETTE DISPENSER

The clever attached poem tells the story . . . "Take a look and you will know—how many packs I've got to go!" We identify this "Ciggie Bar" as your very own by hand-lettering it with any name. Now you can check your supply at a glance and never run short of cigarettes. Saves trips to store—keeps 10 packs neat, clean and handy; dispenses one at a time. Distinctive on wall or table. Of sturdy plastic, 10¾" high.
**BL 554-P Regular;**
**BL 555-P, Kingsize . . .**
**Each** . . . . . **$1.25**




### PERSONALIZED DRESS LABELS

Every creation is "exclusively yours!" We'll put YOUR NAME on woven, vat dyed and boilable labels that you can sew in any dress, blouse, knitted garment, etc. Helps to identify clothes, avoid mixups.
**BL 2640-D, 15 Labels for** . . . . . **$1.00**
**BL 2641-D, 40 Labels for** . . . . . **$2.00**
**BL 2642-D, 60 Labels for** . . . . . **$3.00**

### HOW TO ORDER:

- **Order by number, stating quantity desired.**
- **Add only 15¢ to each item ordered for postage and handling.**
- **Send payment (check, money order or cash) with order. No C.O.D.'s. Satisfaction Guaranteed or money back**

**SEND ALL ORDERS TO**

**BANCROFT'S**

2170 So. Canalport Ave.,
Dept. AH-414, Chicago 8, Ill.



### 40-PIECE DINNERWARE RACK

Dishes say "goodbye Mr. Chips" in this handy, space-saving Dinnerware Rack. Now, any dish can be removed quickly and easily without disturbing surrounding dishes. Holds 8 each of cups, saucers, dinner plates, butter and fruit dishes. 17¾"x9"x9".
**BL 1067-S** . . . . . **$3.49**




### It "GLOWS" In The Dark
### PERSONALIZED "MIDNIGHT COACH" SIGN

Family name and house number can be seen day or night! Artistically hand-lettered Coach Sign adds friendly warmth to your home—helps guests find it, too. Display on lawn, house, mailbox, etc. Weatherproof Metyl-Methacrylate with rich black hammered finish. 15" long and 5¾" high.
**BL 515-P Coach** . . . . . **$1.00**

# THIS PLASTIC STORM WINDOW

PROTECTS YOUR FAMILY ALL WINTER!



REGULAR 49¢ SIZE **19½¢**

**FREE!** Giant 90 foot roll ADHESO TAPE. Reg. $1.00 value. Just press on—that's all. Lift anytime for airing. Press on and window is sealed again.

- 2 Million Sold!
- Install in Minutes!
- Can't Crack or Shatter!

Why pay up to $14.00 for glass storm windows when you can insulate with famous TRANS-KLEER for pennies? Enjoy big fuel savings, too. Genuine Trans-Kleer is the amazing flexible wonder product developed by a multi-million-dollar American firm. Transparent like glass yet can't peel, chip, shatter or rattle. Weighs less than 1/10th of lightest glass windows—yet tests prove its amazing tensile strength. Not affected by snow, sleet, rain or dampness—because it is NON-POROUS! Won't crack even at 43 degrees BELOW FREEZING! Use Trans-Kleer year after year. Install in minutes. Just press on window frame. No nails, no screws, no tools. Even a child can do it. Cut and fit window, press on with Adheso masking tape—that's all! So easy, so simple, so quick. When winter's over, fold away like cloth for next year. Two million already sold to churches, schools, buildings, homes. Acclaimed by all! Shipped flat in rolls measuring 36" x 432"—108 sq. ft.—enough for 10 windows measuring over 10 sq. ft. each—formerly $4.95, now yours for only $1.98, plus 22¢ mailing cost. Total: $2.20. That comes down to about 19½¢ per window! If you act now—you receive giant 90 foot roll of Adheso Masking Tape—regular $1.00 value—FREE! Hurry. Get yours before stock is all gone. Prompt delivery! Satisfaction guaranteed or money back. Mail coupon now to THORESEN, Inc., Dept. 195-L-74, 585 Water Street, New York 2, N. Y.

**30 DAY TRIAL!**

THORESEN, Inc., Dept. 195-L-74
585 Water Street, N.Y. 2, N.Y.

RUSH.....Kits Trans-Kleer measuring 108 sq. ft. (10 windows averaging 10.8 sq. ft. ea.) with FREE Adheso Border Tape on 30 day trial—money-back guaranteed, at only $2.20 for each kit.

NAME.....
Print
ADDRESS.....
.....
Canadians: Address
439 King St., W., Toronto.

## BEDSIDE BUTLER



The modern Jeeves—expertly organizes complete wardrobe for the next day. Superbly crafted of hardwood, this valet rack is finished in rich mahogany and gold; has a brass finial. Includes gilded metal shaped hanger, trouser bar, tie holder, accessory tray and shoe rack. For men or women. 45½", 19½" across.

$5.95 plus 50¢ shipping charges
Junior Size, 42" x 16", $4.98 plus 50¢ shipping.
*Sorry no C.O.D.'s. Write for FREE catalog.*

*Merrill Ann Creations* Dept. AH-10
3603 Kingsbridge Ave., New York 63, N.Y.

## NOW *A SPECIAL* ELECTRIC SPRAYER for your Small GREENHOUSE, HOUSE PLANTS




**JUST PLUG IN AND SPRAY IN MINUTES!**

For healthy plants, beautiful flowers! Quickly, easily, scientifically spray insecticides, fungicides, fertilizers, apply plant growth stimulants. SPRAY-MISER spray-protects, foliage-feeds every plant in a 20x25 greenhouse in only 8½ minutes! Sprays house plants so efficiently, it saves labor, cleaning bills. Amazingly light (4 lbs. 3 ozs. with mixture), yet so powerful, it can simultaneously protect plants and fertilize. Only $14.95 complete. SEND NO MONEY. *Unconditional Money Back Guarantee. Mail Order Coupon Today!*

John H. Fair Co., Dept. 265, Grayslake, Ill.

**AMAZING 3-WAY GUARANTEE**

- Try FREE for 10 days. If not satisfied, return for immediate refund.
- 90-Day guarantee against defects.
- Lifetime service after 90 days at nominal charge.

**FREE GIFT** Valuable set of special long-handled stainless steel measuring spoons with rack—for check with order.

**FREE SPRAY GUIDE IF YOU ORDER NOW!**

John H. Fair Co., Dept. 265, Grayslake, Ill.
Please send, as checked below, BVI Spray-Miser.
☐ C.O.D. I will pay postman $14.95 plus postage charges.
☐ Check for $14.95 enclosed. Free spoons, please.
Name.....
(please print)
Address.....
City.....Zone.....State.....
© Burgess Vibrocrafters, Inc.

## 1000 Name & Address Labels $1

**SPECIAL XMAS OFFER** Any 3 different orders $2 ppd.




Sensational bargain! Your name and address handsomely printed on 1000 finest quality gummed labels. Padded—packed with FREE, useful Plastic GIFT BOX. Personalize stationery, checks, books, cards, records, etc. *Beautifully printed on* finest quality gummed paper—*1000 only $1.* SPECIAL XMAS OFFER—ANY 3 DIFFERENT ORDERS $2. Makes an ideal gift. *Satisfaction guaranteed* or your money back. HANDY LABELS, 1001 Jasperson Bldg., Culver City 1, Calif.

## Down Comforts *Beautifully* RE-COVERED ★ ★ ★ ★



. . . in exquisite down-proof satins, taffetas, sateens. Wool Comforts Re-Covered Too.

ALSO . . . Old Featherbeds converted into heirloom, cloud-soft feather-fluff comforts by ALDEN secret destemming process.

Send for **FREE** Samples of Coverings, Testimonials, and Descriptive Folder.

ALDEN COMFORT MILLS A BOX 6070 DALLAS TEXAS

Absolute Satisfaction Guaranteed

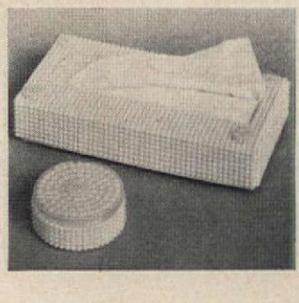
I have ☐ An Old Down Comfort ☐ Featherbed ☐ Pillows which may need re-covering or converting into a beautiful Alden Heirloom Comfort. Send FREE samples of coverings and literature *without obligation.*

Name_____
Address_____
City & State_____
©1952

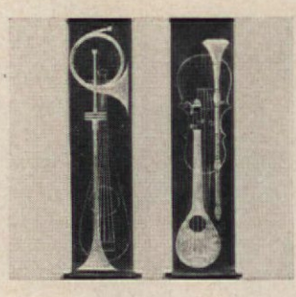

**SILVER SENTINEL.** A gay little soldier wears a silver-plated spoon and fork as a plume in his hat, and his drum is a little drinking cup personalized with a good child's first name. He will stand guard during mealtimes right to the last spoonful of tapioca, hang up between meals. In pink-and-blue, or red-and-yellow plastic. $1.79 each. Crown Craft, Dept. AM, 246 Fifth Ave., N.Y.C. 1.



**FOR A PEARL OF A GIRL,** pearl encrusted accessories to make her feel like a movie queen. We think these are about as feminine as you can get. Pearl Tissue Box opens up for easy filling or holds standard box. Pearl Trinket Box for powder or pins is 3½" across and also completely covered with white mist pearls. The pair, $3.95. Huss Bros., Dept. 49, 800 North Clark, Chicago 10, Ill.



**VERY INSTRUMENTAL.** These scrolls are a symphony in black and gold, and we hope you will hang them to provide a wonderful musical background on the wall behind your hi-fi, television or radio-phonograph. Each is 7½" wide and 2 feet long, with walnut rollers capped with brass. Gold and white on black parchment. $3.95 pr. Art Mart A3, Box 27648, Los Angeles 27, Calif.



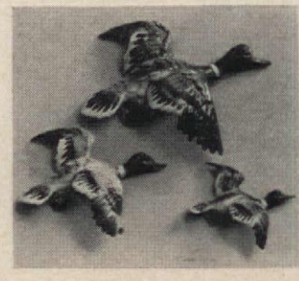
**SUCH A PRETTY NAME!** when it's spelled out in sterling silver letters hung on a dainty silver chain. And what a pretty necklace for a pretty girl who will feel simply devastating whether she's wearing it with her girl scout uniform or party dress. 3 initials, or name up to 7 letters, $3.85. Additional letters 55¢ ea. Old Pueblo Traders, Dept. AH-10, Box 4035, Tucson, Ariz.




**SELF-POWERED FLORAL FOUNTAIN** runs on ordinary flashlight batteries. Place in any bowl, turn switch, and the adjustable spray goes as high as 13". Perfect for centerpiece or end table. 4½" fountain has built-in flower ring. Separate operating unit has 6' waterproof cord. Rugged plastic. $7.95 plus 25¢ post. Bancroft's, Dept. 383A, 2170 So. Canalport Avenue, Chicago 8, Illinois.



**FLIGHT ARRANGEMENTS** can be made to suit your fancy or your wall space with these three ducks made of china. Their flying colors will add a wonderful woodland note to your decor. The family are 8, 6, and 4 inches in length, and they look so realistic you can't blame even a bird-dog for pointing. Set $2.95. Lee Wynne, Dept. AH-1C, 56th and Diamond St., Phila. 31, Pa.



# Amazing 22 INCH BIG SISTER TEEN AGE DOLL almost 2 ft. tall!

Rooted Washable Hair



Buy direct... SAVE UP TO 50%

**NIRESK**

**World's Largest Doll Distributors**

**$7.00 retail value**

**$3.95**

Plus 50c shipping or C.O.D. plus postage

- Wears High Heels
- Full Pony Tail Rooted Hair
- Completely Washable
- 100% Vinyl Plastic
- Guaranteed Unbreakable




COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

**New! *Glamorous* HIGH HEELS**

The most breathtaking new doll of the year! "Big Sister" is a gorgeous young lady wearing her first high heels and first jewelry. She'll steal the show in any dolly parade and dance right into your heart. Talented as she is beautiful, she sits, stands, bends her elbows and knees. Gorgeous big blue eyes (with thick, real lashes) close when she's sleepy. Her permanently rooted, glossy hair can be washed and set in all the new styles. She bathes from head to toe because she's all satiny, peaches 'n' cream vinyl plastic. She has manicured her hands and feet with pink polish. Her white dress is heavyweight, imported Swiss cotton with a lovely ribbed texture and embossed-embroidered circlet pattern. Completing her costume: brass-buckled belt, ribbon-trimmed crinoline petticoat; lace-trimmed panties. Her good looks and clothes are made to stay fresh thru countless hours of joyous little-girl play. Lustrous pearl earrings and bracelet included.

**NIRESK INDUSTRIES, INC. CHICAGO 47, ILL.**

## MONEY BACK GUARANTEE

**NIRESK INDUSTRIES, INC., DEPT. DK-7**
**2331 N. Washtenaw Ave., Chicago 47, Ill.**

Please rush at once $7.00 value BIG SISTER DOLL at $3.95 plus 50c postage. If I am not 100% delighted I can return for a prompt refund.

☐ Send prepaid. I enclose 50c additional for shipping. ☐ Send C.O.D. I will pay postage.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

(In Canada $5.95—Niresk, 214 Main Street, Toronto 13, Ont.

## engraved DESK-n-DOOR Markers

**Permanent, distinctive beauty for your name**







At home or in the office, your engraved DESK-n-DOOR Marker identifies you with classic beauty and quiet good taste. It helps visitors - - saves time - - prevents errors in delivery. Ageless design harmonizes with any setting.

- Engraved letters, black-filled.
- Solid brass, solid copper or solid aluminum bars. Fine-satin finish.
- Any wording, up to 20 letters and numbers per line.
- Solid walnut bases on Desk Markers; choice of walnut or ebony finish.
- Special stick-on backing on Door Markers; grips any clean surface, never slips, can be removed and re-used. No screws or holes.

### DOOR MARKERS

ONE-LINE (7"x1") TWO-LINE (7"x1") *your choice only* **$1.95** POSTPAID

| ONE-LINE (7"x1") | | TWO-LINE (7"x1") | |
|---|---|---|---|
| Aluminum | Style AF | Aluminum | Style AOF |
| Brass | Style BF | Brass | style BOF |
| Copper | Style CF | Copper | Style COF |

### DESK MARKERS

| ONE-LINE (Base 8½" x 2") | | TWO-LINE (Base 8½" x 2") | |
|---|---|---|---|
| Aluminum bar on walnut base | Style AKW | Aluminum bar on walnut base | Style AOKW |
| " " " ebony " | Style AKE | " " " ebony " | Style AOKE |
| Brass bar on walnut base | Style BKW | Brass bar on walnut base | Style BOKW |
| " " " ebony " | Style BKE | " " " ebony " | Style BOKE |
| Copper bar on walnut base | Style CKW | Copper bar on walnut base | Style COKW |
| " " " ebony " | Style CKE | " " " ebony " | Style COKE |

*your choice . . . . only* **$2.95** POSTPAID




SATISFACTION GUARANTEED OR YOUR MONEY BACK — WE SHIP WITHIN 48 HOURS

*Spear ENGINEERING COMPANY*

700 Spear Bldg., Colorado Springs, Colo.

---

# FREE!

## Reg. $1 Lampshade

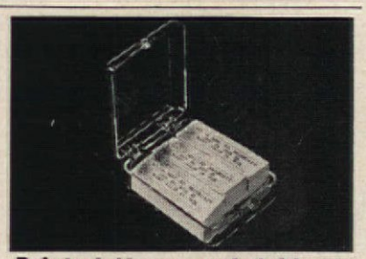


**Make Your LAMPS into CHRISTMAS TREES!**

Over a half million people paid $1.00 each for these famous Hollywood Lampshades. Now, to win 100,000 new customers we are offering you one FREE. Yes, you can bring Hollywood's famous Christmas Tree Lane right into your home. These perfect replicas fit over any lamp in place of your regular shade. . . . Make all your lamps into Christmas trees and spread the Holiday Spirit throughout your home. Beautifully lithographed in forest green with white "snow" on branches that stand out for easy decorating. Ideal for all rooms, window ledges and small apartments. 17" high, 17" diameter. Send only 25 cents to defray mailing cost for each shade ordered. We'll also include our latest Gift Catalog free. It contains over 100 unusual gifts at amazing discount prices as low as 49 cents! Many items offered below wholesale cost! Also FREE $1.00 Discount Check. This free offer is for a short time. Avoid disappointment! Clip this ad & mail with 25 cents for each shade ordered—NOW!

MRS. LAVALLE, Dept. 195-L-52
585 Water Street, New York 2, N. Y.

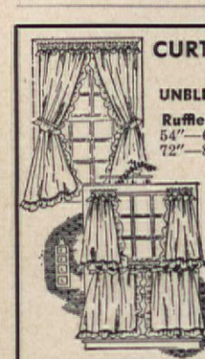
---



### Printed Name and Address Labels

1000 sparkling gummed name and address labels nicely printed with your full name and address with a lovely plastic box for just $1, postpaid! 5 orders or more at 75c per order. WORTH MUCH, MUCH MORE! 1001 uses! Stick 'em on letters, cards, packages, checks, etc. Makes a fine gift! 300 name and address labels 50c. Same fine quality labels but NO plastic box. Just 50c postpaid. Money-back guarantee. TOWER PRESS, Inc., Box 591-I, Lynn 490, Mass.

---



### CURTAIN CHARM with UNBLEACHED MUSLIN

**Ruffled**
54"—63" 72"—81" Long **$3.50** Pair Postpaid

**Tier**
30"—36" 40" Long **$2.50** Pair Postpaid

2 pairs to a window **$5.00**

Matching Valance 9" x 70"—75¢ ea. Both types 70" Wide per Pair.

For years clever New England housewives have made these charming UNBLEACHED MUSLIN curtains for every room in the house. Now, for the first time, you can buy them direct with all the original simplicity, warmth, and hand-made look. Practical, long-wearing, these unusually attractive curtains of soft, off-white muslin retain their crisp appearance with a minimum of care. Also available with ball-fringe. *Send check or money order. No COD's, please. Satisfaction guaranteed.*

COUNTRY CURTAINS, West Townsend, Mass.

---

*Your*

### BABY'S SHOES PRESERVED in CHINA-LIKE BEAUTY



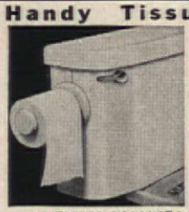
The Original world-famous PORCELYNIZED® process—*NOT merely a pearl lacquer coating*—is a *twice-baked* permanent finish that transforms your baby's first shoes into exquisite Dresden-like treasures. Beautifully color-toned to order. Sold *only* by mail.

**FREE** ILLUSTRATED FOLDER AND MAILING BAG

DorAnn's 731 Fordham Rd., W. Newton 65, Mass.

---

### Handy Tissue Holder



ONE MOMENT is all that's needed to attach this neat toilet tissue holder. It simply hooks over tank wall. Made of durable metal, finished in gleaming white enamel will complement any bathroom as an only or extra holder. $1.95 ea. postpaid (2 for $3.75 ppd.)

STEMUN MANUFACTURING CO.
Dept. S-07, 3919 W. National Rd., Springfield, Ohio

---



### "THE CLANS AND TARTANS OF SCOTLAND"

A 320 page book in which all the proud Scotch Tartans are illustrated in full color with pertinent information on each. Also includes a Gallic glossary and the Clan Maps of Scotland. 4½" by 7"—gilt-edged pages; beautifully bound in a plaid, padded silk cover. $4.25 ppd.

*Send for Free Gift Catalog.*

THE KREBS, AH 10, Westerly, Rhode Island

---

**NEW! BLINKY** LIFE-LIKE *Electric Remote Control* **PUPPY DOG**



**WALKS! BARKS! WAGS ITS TAIL! EYES LIGHT UP!**

Next best to the real thing! Beautiful scale model puppy dog, cuddly to the touch. When he walks, Blinky wags his tail and his eyes light up. When motion stops, he opens his mouth and barks. Then he continues to move. Blinky will delight all children; and grownups, too. Blinky will make a wonderful Christmas gift!

ONLY **$2.98** Postpaid

Send $2.98, check or M.O. We pay postage
MEDFORD PRODUCTS, Inc.
Dept. AH8, Box 39, Bethpage, N. Y.

---




### PERSONAL GOLD BOOK MARKS

$1.00 Each Postpaid

*ANY THREE FOR $2.75 POSTPAID*

Handsome gold or silver bookmarks are excellent page finders. Choice of round, oval or tricornered shape, each engraved with any 3 letter monogram. A wonderful gift.

*Send For Free Gift Catalog*

THE ADDED TOUCH Wynnewood AH 10, Pa.

---

**INSPIRATION BOX.** A century ago you might have found a box like this in a New England parlor. It's a treasure chest of inspirational verses from the Bible, each different and on an individual scroll. Select one with the wooden pick, read, reroll and replace in the box. One uplifting thought can brighten a trying day. $1.50. Spencer Gifts, 733 Spencer Bldg., Atlantic City, N.J.



---

**PLYMOUTH THUMBPRINT PATTERN** in Milk Glass is as popular now as it was in the late 1800's, and these pieces are being made from the same molds. 11-oz. *Tumblers* make stunning water glasses, and we see them serving cider some crisp fall evening. 6 oz. *Sherbets* complement any china. Either are $3.95 for four. Add 35¢ post. each set. Charlotte Thomas, Dept. 3, Sewell, N. J.



---

**THE ART OF LACE KNITTING** is a pleasant and productive pastime for nimble fingers. These booklets supply a wealth of antique patterns with easy-to-follow diagram instructions. Many-sized pieces may be obtained by use of various size threads and needles. Included are round or square cloths, doilies, shawls. Four booklets, $2. Rachel Schnelling, G. P. O. Box 773-AH, N.Y.C. 1.




---

### *Hanging Ceiling Lamp*



Light up your life with the best of early Americana combined with new-as-now black wrought iron. Wonderful over a dining table or in a kitchen, you can adjust its height from 32" to 60" from ceiling. The 11" shade is in hobnail milk glass; the mechanism is guaranteed for a lifetime. Complete with hurricane chimney, mounting cap and fully electrified 3-way socket. **$19.95**

All brass model (not shown) **$24.50** Add $1.00 West of Miss. for each lamp.

### *Swinging Bracket Lamp*



Old fashioned charm faithfully reproduced to provide light where needed. Adjustable hurricane lamp in black wrought iron, with 8" hobnail milk glass shade. Measures 16" overall; extends 13" from wall. Has a 3-way socket for a 50-75-100 watt bulb. **$10.95** plus 50¢ East; $1.00 West of Miss.

*All Prices Postpaid. Write for free 50 page catalogue.*

*Jenifer House* Dept. A-10 *New Marlboro Stage*
GREAT BARRINGTON, MASS.

---

### MOSS ROSE TABLE LIGHTER



Authentic reproduction of the beloved Rosenthal Moss Rose pattern, exquisitely hand painted on fine white bone china. Banded with gold at the base, it stands 2¾" high. Automatic mechanism will give years of service. Wonderful as a hostess gift, an addition to a china collection. **$1.00** plus 25¢ handling

*Sorry, no COD's. Pa. residents add 3% sales tax.* Send for Free Gift Catalog.

When in Philadelphia, visit our store.

*Lee Wynne* Dept. A-10 N.E. Corner 56th & Diamond St., Phila. 31, Pa.

---

### OLD TIME KIDDIE ROCKER



A Genuine Hand Made New England Maple Sugarin' Sap Bucket Authentic! A real hand-turned sap firkin! Wonderful for tiny tots; or as attractive accessory. Padded seat covered in sprigged pattern chintz. Like grandma's Old New England Farm. Salem Maple finish. 14" high, 16" deep, 13¼" wide. Only $7.95, ppd. (Add 75¢ W. of Miss. R.) Swiss Music Box, plays "Rock-A-Bye" when rocked, $3.00 additional. *Money Back if not "tickled".*

PUDDIN' HOLLER, Box 7AH10, East Swanzey, New Hampshire.

ONLY **$7.95** postpaid

---

### COLLECTORS' CUPS

FOUR FOR ONLY $3.99 PPD.



Fine imported hand painted china teacups and saucers to use or display. Beautifully opalescent, rich colors, unusual designs, all different. Only $3.99 ppd.

**FANCREST** Box 320
Madison Square Station, New York 10, N.Y.

---

LEARN—EARN QUICK CASH $ $ AT HOME

### DO INVISIBLE REWEAVING




Steady demand from cleaners, neighbors, keeps you busy making rips, burns, holes look like new! Improved step-by-step course teaches you "inside" professional secrets that few know. Work is pleasant, enjoyable. We supply all equipment at *no extra cost!* Write today for amazing FREE information. No obligation. No salesman will call. Do it now.

EASTERN SCHOOL OF REWEAVING
73 Main St., Dept. A107
Hempstead, New York
Licensed by the State of New York

---



In Silverplate or 24-kt. gold plate

### WEDDING invitation TRAY

SEND us the next invitation you receive. We'll encase it in this handsome silver-plated tray, to make a permanent reminder of the bride's most important day. Gift-boxed for $5.95 (plus 25¢ post.). Deluxe 24-kt. gold-plated tray, with hand-painted forget-me-nots, $7.95 (plus 25¢ post.) *Write for gift catalog.*

Market Combers, Box 407NS, Atlanta 5, Ga., Dept. 1-K

---

*RECIPES IN USE NEED*

### CELLOPHANE ENVELOPES

For new recipes—or your old favorites—use these individual cellophane envelopes! They're grease-proof and moistureproof . . . easily visible both sides. 3" x 5" for handy filing. Will also protect other file-size home-making data. So inexpensive, too!

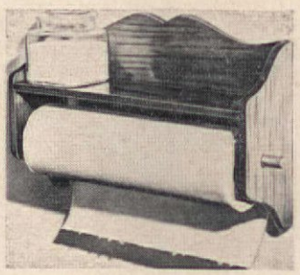
100 for $1.00 250 for $2.00
400 for $3.00

Over 40 Million Purchased by American Home Readers. Write today—don't wait! Send check or money order!

THE AMERICAN HOME
American Home Bldg., Forest Hills, New York



**TAKE A CAT MAT** as enchanting as this block-printed one showing "Zaidee and Her Kittens" and your table will be purr-fect. In meticulous and amusing detail, it shows generations of cats. A design from the Folly Cove Designers, whose designs are often exhibited in museums. Printed in Siamese grey on percale. Four mats, $4.10. Jean Poole, Box 2, Rowayton, Conn.



**RACK AND ROLL.** A Pine Towel Rack will hold a roll of paper towels or a linen roller towel. Made of Idaho pine with a hand-rubbed honeystone finish, its good Colonial design suits kitchen, bathroom, workbench, anywhere, and the small shelf will hold hand lotion or soap dish. 9½x13½". $2.98 plus 35¢ post. Here's How Co., Dept. AH-10, 95 Fifth Ave., N.Y.C. 3.



**BEAUTIES TO DO DESK JOBS.** China desk accessories with Dresden-style decoration look pretty on your desk, and make it twice as efficient. Order these now for every clubwoman on your Christmas list, and get the set for yourself. Pencil Sharpener, Stamp Dispenser, Stamp Moistener, $1 each. Scotch Tape Dispenser, $1.50. Greenland Studios, 5858-A Forbes St., Pittsburgh 17, Pa.



**A HANDSOME ADDITION TO ANY DESK,** this smart, two-piece set can actually make letter writing or bill paying a pleasure. Of rich, Florentine-style leatherette, the handy set eliminates messy drawers and hunts for pens or pencils; and the living room ash tray will never be snitched again. The set is only $3.98 post paid, from . . .

*De De Waters*

**1514D North Bigelow, Peoria, Illinois.**

For YOU and Your Chicadee

**Cunning 3-Pc. Set**

**SALT—PEPPERS**

"CHICKS IN A NEST"

**PERSONALIZED**

*with any TWO first names on the chicks; last name on nest.*

$1.00 ppd.



So HAPPY in their little nest, they almost seem to chirp! Chicks are yellow, nest brown. Highly glazed imported china. Really cute, different! **Order for yourself and Gifts!** No COD.

*Write for FREE Gift Catalog*

**HOUSE OF JENARO, Box 736-BF, Chicago 90**




EXTRA HEAVY, FINEST QUALITY **100% WOOL!**

All Wool Rug Material prepared for braiding, hooking, weaving, 14 colors. LOW FACTORY PRICES! Satisfaction Guaranteed. Write for **FREE SAMPLES** and literature on this quality rug material — as well as on our economy-priced *READY-MADE braided rugs.*

**BLOOMFIELD WOOLEN COMPANY**

Department AH-107 • BLOOMFIELD, INDIANA

**OLD TIME CAST ALUMINUM FIRE MARK**

9¼" x 12"

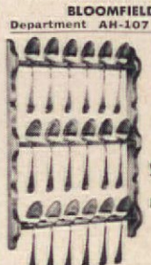
**$6.50** Ppd.



An exact replica of an Early American fire insurance wall placque found on Colonial Homes. Wonderful to decorate living room, den, library, game room or outside wall. Authentic red and black Firepump design.

*Send For Free Gift Catalog*

**CAMALIER & BUCKLEY (Dept. AH-10)**
**1141 Connecticut Ave. N.W., Wash. 6, D.C.**



**MY NEW ENGLAND SPOON RACK**

Showplace for 18 regular or demitasse spoons. 15½" high x 10⅜" wide, in hand-rubbed and waxed honey pine finish. Windham design.

**$1.95** Postpaid

Write for MY FREE GENERAL CATALOG

**WILL HAMMOND'S**
**New England General Store**
**2 JANES AVE., MEDFIELD, MASS.**

**YOUR OLD FUR COAT INTO NEW CAPE, STOLE, JACKET $22.95 TAX FREE**



YOU SAVE 50%

**MORTON'S IS WORLD'S OLDEST, LARGEST 1-PRICE FUR SERVICE.**

Let Morton's remodel your old worn fur into glamorous new fashion, complete with new lining, interlining, monogram cleaning, glazing only $22.95.

Morton's is famed for most exciting fashions, and widest selection ever offered . . . plus such outstanding designing, workmanship, fit and service that Morton's restyling is rated superb by Harper's Bazaar, Glamour, Mademoiselle, and other impartial experts.

**Send no money.** Just send old fur, state dress size. Pay postman when restyled fashion arrives! Or inspect Morton's complete new 1958 style selection.

**FREE!** See photos of over 30 fabulous styles to choose from.

**WRITE!** for Morton's exclusive new fur fashion album today.

**MORTON'S Dept. 21-J, 312 Seventh St., N.W., Washington 4, D.C.**

*N.Y. Shoppers. See style exhibit in our N.Y. Showroom, 225 W. 34th St.*

# I Was Ashamed To Always Be So Tired!



I always felt simply "run-down" and didn't know why until my doctor put me wise. He explained *why* I felt "tired" — why my youthful vigor was slipping away — and suggested that a nutritional pep-building vitamin-mineral formula could help. One day I sent for a 30-day FREE supply of high-potency Vitasafe Capsules, and after taking one Capsule each day for a short time, I began to feel *new zest for living!* I decided to continue with the Vitasafe Plan.

Today I feel great — *and you may too!* Why don't you see for yourself if you can again feel peppy and full of life! Take advantage of this *sensational no-risk offer* as I did!

## FREE 30 DAYS SUPPLY HIGH POTENCY CAPSULES

**LIPOTROPIC FACTORS, MINERALS and VITAMINS**

*You pay only 25¢ to help cover postage and shipping expense to anywhere in the U.S.A.*

**25 PROVEN INGREDIENTS: Choline, Inositol, Methionine, 11 Vitamins plus 11 Minerals**

Order this FREE 30-day supply of high-potency Vitasafe Capsules (a $5.00 value) to discover how much peppier you may feel after just a few days. You can be fully confident because strict U.S. laws demand that you get exactly what the label states — pure, safe, beneficial ingredients.

monthly supplies of capsules *on time* for as long as you wish, at the low money-saving price of only $2.78 per month (*a saving of 45%*). Mail coupon now for your free trial supply!

**© 1957 VITASAFE CORP**
**43 West 61 St., New York 23, N. Y.**

**Amazing Plan Slashes Vitamin Prices Almost in Half**

With your free vitamins you will also receive complete details regarding the benefits of this amazing new Plan that provides you regularly with all the factory-fresh vitamins and minerals you will need. *You are under no obligation to buy anything!* If after taking your free Capsules for three weeks you are not entirely satisfied, simply return the handy postcard that comes with your free supply and that will end the matter. Otherwise it's up to us — you don't have to do a thing — and we will see that you get your

VITASAFE CORP. 7-9
43 West 61st St., New York 23, N. Y.

Yes, I accept your generous no-risk offer under the Vitasafe Plan as advertised in AMERICAN HOME.

Send me my trial 30-day supply of high-potency Vitasafe Capsules.

I enclose 25c for packing and postage

Name .....

Address .....

City..... Zone.... State.....

Only one trial supply per family

IN CANADA: 223 Church St., Toronto 2, Ont.
Canadian Formula adjusted to local conditions.




## Handy Pattern File

So easy to keep patterns neatly and conveniently, easy to find the right one in a hurry! "Quilted" leatherette file expands to 10", has 12 labeled pockets for dresses, children's clothing, etc.; sturdy elastic cord. Order for clever gifts, for yourself, too! Sorry, no C.O.D.'s. Ask for free Gift 'n Gadget Catalog.

**$1.89**

2 Files—$3.50

**MEREDITH'S—EVANSTON 3, ILL.**

**No Calorie SWEETS**

A 3" tureen shaped Saccharine or Sucaryl bowl of finest china. Graciously sets off your prettiest tea cups. Gold-edged and dainty floral designs. Matching saucer, stainless steel spoon. Only $1.25 ppd.




**CROWN CRAFT**
246 Fifth Ave.
Dept. 21, New York 1

**TOP DRAWER LOOK**

Bold as brass drawer pulls and key plates give old furniture a bright new outlook or a do-it-yourself project custom-made beauty. Pulls are 4½" long, key plates 3". All are lacquered to a permanent lustre, come complete with screws.

**Pulls—2 for $1.00; Key Plates—59¢ ea.**

*Prices include postage & fed. tax.*
*Sorry, no C.O.D.'s. Write for Free Catalog!*

**GREENHALL** Dept. A-10, 1133 Broadway, N.Y. 10, N.Y.

## You Can Play



**ANY INSTRUMENT**
**. . . EVEN IF YOU DON'T KNOW A SINGLE NOTE OF MUSIC NOW!**

IMAGINE! Even if you never dreamed you could play . . . you can soon surprise your friends with your musical ability. No special talent or previous training needed. Spend just a few minutes a day—and only a few cents per lesson. Teach yourself to play piano, guitar, accordion, whatever instrument you choose. Make amazingly rapid progress because **you start right out playing real pieces by note.** No boring exercises to do. Over 900,000 people, including TV Star Lawrence Welk, have chosen this easy home study method.

**MAIL COUPON FOR FREE BOOK**

—Read the whole fascinating story of this wonderful method in 36-page illustrated book. For FREE copy, mail coupon to **U. S. School of Music, Studio A17910, Port Washington, N.Y.** (59th successful year.)



**U. S. SCHOOL OF MUSIC**
**Studio A17910, Port Washington, N. Y.**

Please send me your 36 page illustrated Free Book. I'm interested in playing (name instrument)

.....

☐ I do ☐ I do NOT—have instrument now.

Name.....
(Please print)

Address.....

**MILK GLASS LAVEBO**

has distinctive hobnail design in white or turquoise. Lavabo includes 9½" planter bowl, 10½" high water container. Chrome spigot really works to water plants or ivy.

**$17.00** POSTPAID

*Free Gift Catalog*

**CHARLOTTE THOMAS**
**SEWELL AH-10, N. J.**



## SAVE 70% on FABULOUS *Terri Tears*

**She DRINKS, WETS, SLEEPS and CRIES REAL TEARS**

Rooted Saran Hair



She comes complete in her own **Rocker-Crib, Baby Bath Combination with Pajamas & Bottle**

BIG 12" TALL

Reg. $9.95 Value **$2.98** plus 50c shipping or COD plus postage.



**Fully Jointed Body** She assumes and holds all life-like positions!

**Skin-Soft 100% Vinyl** gives her the look and feel of a real baby!

**BONUS VALUE!** (Regular $3 Value)

**30-Piece Layette . . . only $1** with purchase of Terri Tears

• Beacon Baby Blanket • Baby Nightie • 2 changes of Diapers • 2 Wash cloths • Bib • 4 Powder Puffs • Soap • Booties • Sponge • Bottle Washer • Pacifier • 6 Clothes Pins • 7 Diaper Pins • Clothes Line

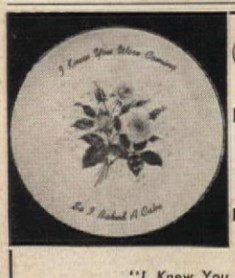
Big 16" Life Size Terri Tears with Rocker Crib, Baby Bath Combination, Pajamas and Bottle. Reg. $12.95 Only **$3.98** Plus 50c Shipping or COD Plus Postage.

She's sweet, life-like, loveable, completely washable and absolutely indestructible, no matter how rough a tot may treat her. Her beautifully decorated Rocker Crib Baby Bath combination is lined with colorful waterproof vinyl. She's simply a thrilling value. Order now!

Unconditional Money-Back Guarantee

**PEOPLES MERCHANDISE CO., Dept. T-32**
**175 Fifth Avenue, New York 10, N. Y.**

---





**INSPIRED GIFT! HOSPITALITY CAKE PLATE**

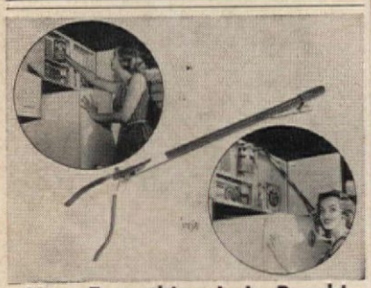
Postpaid, only, **$2.25**

Send for FREE CATALOG of gay, exciting GIFTS

*"I Knew You Were Coming—So I Baked a Cake."*—That's the warm message on this charming Hospitality Cake Plate. 10" dia., 4" high pedestal. White china, decorated with pink roses, rimmed in gold. An inspired GIFT for so many happy occasions! Only..$2.25

**WARD PHILLIPS CO.**
10 East Main St., Carpentersville 5, Ill.

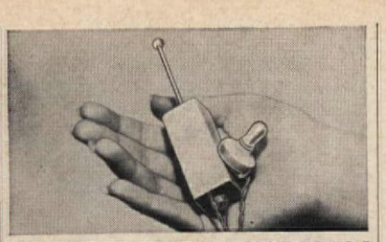
---



**Now Everything Is In Reach!**

"Grab-All"—handiest helper ever invented! Without effort, reach in deep shelves or cabinets with this 2½ foot extension arm. No fear of falling from ladder or stool. Pick up items from floor without stooping. Simply squeeze a lever—rubberized "fingers" pick up objects weighing up to five lbs. For housewives, expectant mothers, invalids. Weighs 12 ozs. Only $2.98 postage-free. **House of Ja-mi, Dept. AH10, 5073¼ Melrose Ave., Los Angeles 38, Calif.**

---



## WORLD'S SMALLEST RADIO!

For only $4.95 you can own this newest midget-size Hearever Radio that fits shirt pocket or purse. No plug-in, no batteries, no tube replacements . . . no expense. Self-powered diode rectifier replaces tubes. Listen at work, play, sporting events, in bed. Hearing-aid type speaker lets you listen in private without disturbing others. Complete with aerial, ready to use. *Guaranteed to please or your money back!* Only $4.95, postage paid. Order MINI-RADIO direct by mail from **SUNSET HOUSE, 1491 Sunset Building, Hollywood 46, California.**

---

## Christmas Photocards

from your own snapshot

**25 FOR $1.50** ★





Deckle-edged cards 4¼" x 5½" with beautiful holly-lined envelopes. Send negative, 35 mm through 620 (other sizes 50¢ for new neg.) with check or money order, include 35¢ pack-ship chg. Ohioans add 3% sales tax. If no neg.—send photo and 50¢ for copy.

**FREE IMPRINTING** on orders for 100 cards from one negative. On smaller orders add $1.00 per line (20 letters).

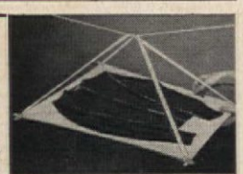
**FREE SAMPLE** Send neg. & 6¢ postage for sample card and folder showing 6 designs. Sample offer expires Nov. 20.

**MONEY-BACK GUARANTEE**

**ASSOCIATED PHOTO CO.**
Greeting Card Division
Dept. H1 P.O. Box 66
Cincinnati 14, Ohio

---

**CANVAS JIFFY DRYER** *for Sweaters, Socks, and Baby Woolens!*



**$2.59** ppd. **2 for..$4.95**

JIFFY DRYER hangs from a line or shower rod. Air circulates thru freshly washed garments; dries them in jig time. 26"x22" canvas, taut on wood frame, comes apart with thumb screws. A wonderful convenience! **FREE CATALOG.**

**BOWMAN'S,** A-2477 Lombard St., San Francisco 23, Calif.

---




**PERSONALIZED CRAYON BUCKET**

Hand made of native pine. Natural lacquer finish. Colorfully hand painted with any child's name. Holds full set of crayons or tidbits, buttons, etc. 5" x 5".

**$2.95** plus 30¢ handling charge

*Send for FREE Catalog*
*No CODs*

**GOTHAM GIFTS**
67-85 Exeter St., Dept. A10, Forest Hills 75, N.Y.

---

## Save Money On This Offer



**CREEPING PHLOX** (PHLOX SUBULATA)

**8 FOR $1**

**24 FOR ONLY $2.89**

**Plant This Fall And Enjoy Year Around Green Set Off By Weeks Of Masses of Blooms of Radiant Red, White, Blue and Pink.**

Each Creeping Phlox spreads 12 inches or more diameter mature. Flowers with myriads of blooms, each brilliant flower about an inch diameter while foliage carpets ground with a dense mat that stays green all year long. For borders, banks, bare spots, boundaries. These Michigan nursery grown 2 year old plant divisions become more effective each year. Assorted colors red, white, blue and pink.

**Fully Guaranteed—For Fall Planting**

A great bargain at 8 for $1 or 24 for $2.89. If C.O.D. postage extra. Cash orders add 35¢ and we ship postage paid. Fully guaranteed, be satisfied on inspection or return in 10 days for purchase price refund. What's more, any Creeping Phlox not developing replaced free (5 year limit). Order for fall planting. (After Nov. order for delivery for spring planting.) Write

**Michigan Bulb Co., Dept. XS-1402, Grand Rapids 2, Mich.**

---

**BEYOND THE BLUE** and white of the wonderful adaptation of the Meissen Onion motif on this China Table Lamp, we know you will love the old-fashioned apothecary jar shape, the 22" height. The plain 13" white drum shade is of fabric over paper to give a rich textured effect. $16.50. (A pair, $32.50). Add $1 West of the Mississippi. Jenifer House, Dept. AH, Great Barrington, Mass.



**COWBOY'S BRAND** of decoration! A genuine *Calfskin Rug* in his room would thrill a young hopalong so he'd never want to leave the bunkhouse. Or use one on the floor of the den or the wall of the rumpus room for a wild west feature. In black or brown with white. 8½ sq. ft., $12.95; 10 sq. ft., $15.95. Western Calfskin Products, Dept. E, 420 Market St., San Francisco, Calif.



**HUNTING AND WISHING** for just the right pictures for your sportsman's den, the living room? Choose framed white tiles which capture in flight graceful Canada Geese (shown) or Mallard Ducks. 9½"-square pine frames come in honey maple, dark nutmeg, antique pine or driftwood hand-rubbed wax finishes. $3.95 ea. $7.50 pr. J. B. Industries, Dept. AH, P.O. Box 609, Great Neck, N.Y.



**MOBILE UNIT.** Natural Redwood Planter easily rolls from sun to shade and room to room, indoors or out. Octagonal tub bound with solid bronze bands is 14" across, 11" deep. Rolling platform is 11½" sq. on clear styrene casters. Removable plastic bowl catches excess water, slides out to empty. $14.95. Exp. chgs. coll. (11 lbs.) Leslie Creations, Dept. 118, Lafayette Hill, Pa.

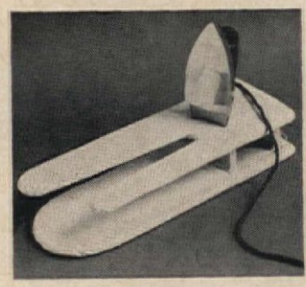


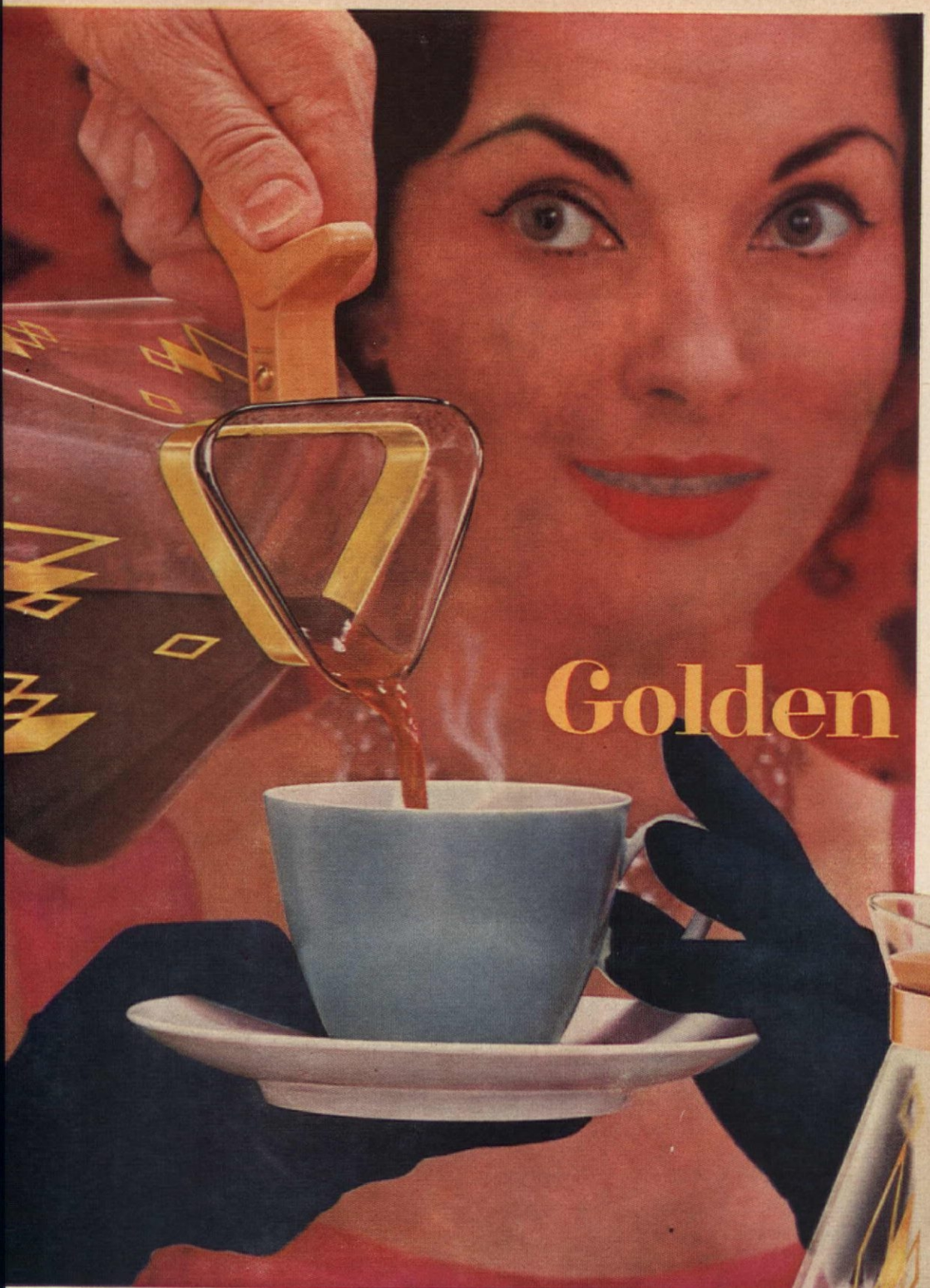
**DOGS ON THE BED.** Well-known breeds of dogs are lined up and labeled to make a big dog show of this white quilted-cotton spread which all young animal fanciers will love for their rooms. Mother will love it, too—because it takes the beating youngsters will give it and is so washable. 72x84" size is $9.95. 72x100" is $11.95. Edith Chapman, 260 W. Main St., Nyack, N. Y.



**PRESSING PROBLEMS** are solved by a Three-Way Ironing Board. Iron a sleeve on one side, then turn the board over to finish on the large surface which is adequate for a skirt or even a bridge cloth. The smallest prong is wonderful for babies' or children's clothes. Overall length, 24". With pads and cover, $6. Shaffer Home Products, P.O. Box 3555. Cleveland Heights 18, Ohio.

(PLEASE TURN TO PAGE 40)





# try tonight's coffee in the Golden Triangle



After dinner . . . when friends drop in . . . or just for the two of you . . .

You'll add a subtle air of excitement to tonight's coffee when you serve it in this stunning new high-fashion "Golden Triangle" Carafe Server.

The flame of the candle flickers enchantingly. The exclusive triangular shape creates a new blend of functional beauty, and the golden-bright candle-warmer reflects your mood of luxury. Even the golden accents add a touch of elegance—they're 22-carat gold fused into the heat-resistant glass.

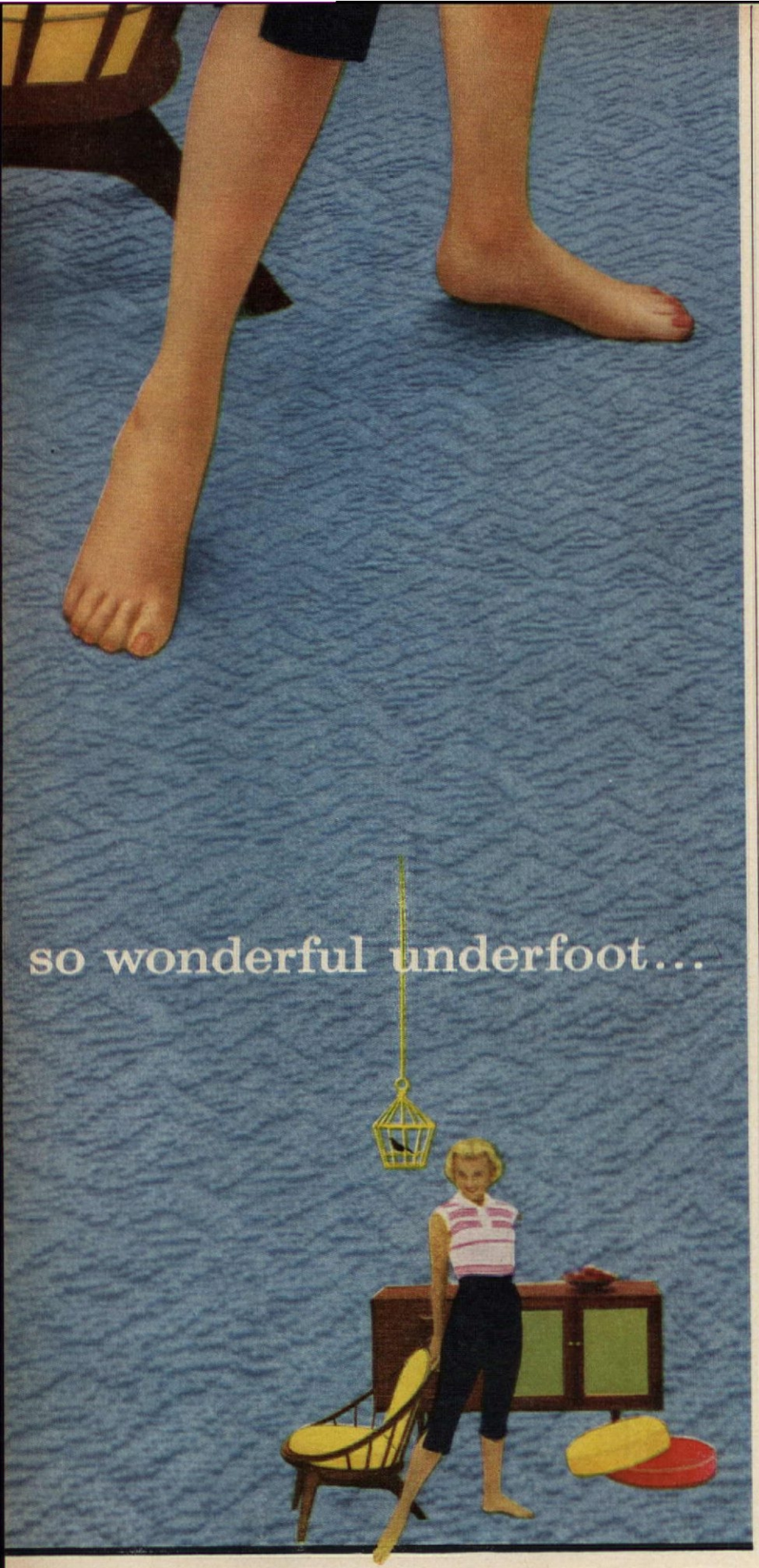
Complete, the new "Golden Triangle" Carafe Server is only $5 for the 8-cup size, $6 for the 12-cup size. Either size makes a marvelous gift, wonderful for serving regular coffee, instant coffee, or anything else that pours, hot or cold. You'll find the "Golden Triangle" in your favorite store . . . and when you buy one as a gift, get one for yourself at the same time!

See all of the beautiful Inland Glass gifts and table accessories!

*Inland Glass*

MODERN GLASS GIFT PRODUCTS

INLAND GLASS WORKS Division of CLUB ALUMINUM PRODUCTS COMPANY, Chicago 38, Ill.




Yes, wonderful to walk on, beautiful to behold, "Arrow Point" offers the luxury of all-wool wilton carpeting whose casual textured chevrons and heavenly hues go well with everything . . . even your purse. But Downs has that special genius for combining fashion-rightness with purse-pampering lightness in all its carpets. See them all . . . there is one or more especially for you!

*DOWNS quality all-wool wiltons are at the smartest dealers; or write us for store nearest you.*

DOWNS

DOWNS CARPET COMPANY, INC., PHILADELPHIA 34, PA. • *Quality Wiltons for Over a Century*


(Continued from page 38)

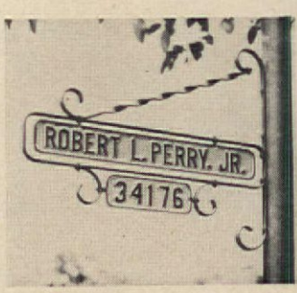
**TO JOIN A GROUP,** hang together or singly, or to flank a picture you want to make more important, choose these polished wood plaques sporting exquisite bright brass decorations. On the right is a roaring lion, on the left a reproduction of an antique key and escutcheon. Each measures 4x6" and is $1.95. The pair, $3.75. Kathy Ilsa Gifts, Dept. AH, Box 201, Montclair, New Jersey.



**CUSTOM MADE.** A bag in the hand is worth a lot more to you than a nice piece of fur in mothballs or in a coat you never wear. Send a piece 24x40", or two pieces 12x20" to this firm and they will make it into this smart handbag lined completely with leather, with leather change purse and handles, zipper closing. 12½x8½". $19.95. I. R. Fox, Dept. Z-1, 146 W. 29 St., N.Y. 1, N.Y.



**THERE ARE TWO SIDES** to this home-identification sign, but the story is that the plates are *bright solid copper*. Weather coated to prevent tarnish or oxidation, the embossed letters are baked enamel. Rustproof aluminum bracket is finished in "wrought-iron" black. Up to 17 letters on top line, 6 on lower. $9.95. Spear Engineering, 652 Spear Bldg., Colorado Springs, Colo.




**YOU CAN GET IT FOR PEANUTS,** or just because you like its pretty lines, as plain as your Shaker furniture, as simple as your stainless steel. Miniature compote is just 5¼" across of white china. Its only decoration, a 22K gold monogram—3 initials or a family name. Use it for anything from sauce to —peanuts. $3.95. Jolan Sales, 820 Fostertown Rd., Newburgh, N.Y.

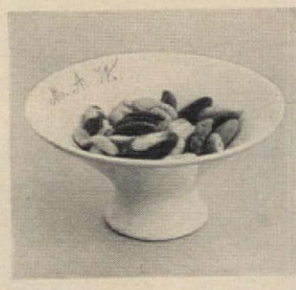


**PLATE WARMER.** No good cook will ever put a hot dinner on a cold plate and a thermostatically controlled electric warmer heats them with no danger of overheating, no need to worry about your fine china. Removable, washable cover is crisp cotton. It will warm up to ten plates, folded is 10" square. Runs on AC or DC. $9.95. The Krebs, Dept. AH, Westerly, Rhode Island.



**CHOW MAT** solves the problem of a slurpy pup. A flexible plastic feeding bowl and mat saves your floor at pet feeding time. Dog's forepaws rest on mat so his weight keeps him from pushing the bowl around. Spills land on the mat, can be cleaned in a jiffy with sponge or rinsed off in sink. 16" wide overall. Green, red, yellow, or blue. $1.98. Rye Industries, 12-AH Pine Lane, Rye, N.Y.



(PLEASE TURN TO PAGE 42)



# "I enjoy the simplicity of my Thomas Organ, and it gives the added 'extra' of several instruments in one"

Says Mrs. Charles Smith,
2273 Dudley St., Lincoln, Neb.



# ...and this fine home organ is only $695!

PRICES SLIGHTLY HIGHER IN CANADA

**The Thomas Organ** is so easy to learn that many people without any previous musical training sit right down and play melodies the first evening!

Because the Thomas keyboard actually *invites* you to play. And, instead of perplexing knobs and pulls, you simply turn dials to change the organ's "voice"...sound like a melodious string ensemble, create a lilting woodwind air, or turn to the organ's own sound which we all love.



You'll be delighted at Thomas versatility. The continuous Variable Vibrato gives exactly the tremolo quality you want. The exclusive Solo Control accentuates high or low melody for another "keyboard." And thrill to Thomas tone—rich bass...clear, sweet highs.

You'll be proud to make your Thomas a home show-center. Choose from a wide variety of styles to enhance your home furnishings.

**And all for only $695!** Because of patented invention and vast electronics manufacturing experience it is possible for almost every family to have a Thomas Organ.

See how easy Thomas is to play...how easy to pay for. As little as $70 down puts a Thomas in your home. Bench extra. FOR YOUR THOMAS DEALER CALL WESTERN UNION BY NUMBER AND ASK FOR OPERATOR 25.



**Thomas Headset**—Perfect for children's practice...adults, too. Only the player can hear.

Guaranteed by Good Housekeeping

COMMENDED BY PARENTS' MAGAZINE

In Canada— EATON'S OF CANADA

**Thomas** ELECTRONIC **ORGAN**

**FREE...DEMONSTRATION RECORD!**

Send Coupon *Today!*

**THOMAS ORGAN COMPANY**
A Division of Pacific Mercury Corp.
8341 Hayvenhurst Ave., Sepulveda, California

I'd like your Free Record of organ music.

NAME_____

ADDRESS_____

CITY_____

ZONE_____ STATE_____



This *plus* in his diet proves you care

➔ Only French's, the clean, dependable Parakeet Seed, has the big *plus* in every package—an exclusive *pep-up* biscuit that actually promotes vigor, sharpens appetites, aids digestion! French's Parakeet Seed, with Biscuit, is one of the "Basic Five" foods of the Natural Feeding Diet, shown below, the only *scientifically prepared* diet that provides *all* the benefits of the foods that wild birds enjoy.







French's

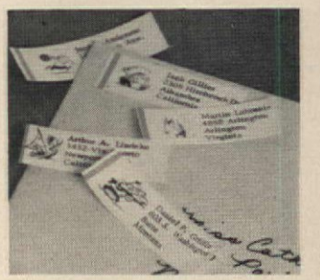
NATURAL FEEDING DIET
KEEPS YOUR PARAKEET
HAPPY AND HEALTHY


(Continued from page 40)

**MONKEY SHINES BAG** is a real traffic stopper and conversation starter! Made of natural wicker with bright green eyes, it is big enough for all your paraphernalia or knitting. Pouch is 12" high, open the bag and the monk's head flops forward dejectedly between his knees. Hang him up, use him as a centerpiece, but do get him! $7.95. Ward Phillips, Carpentersville 5, Illinois.



**LABEL YOUR GUY** as a good sport with a name label designed with his hobby in mind. These are bound to tickle his ego as well as his fancy. Lively cartoons depict the following sports: *Bowling, Golf, Hunting, Fishing,* or *Sailing*. He'll love the personal touch they give to his mail. Print name and address. 1000 gummed labels 1½" long, $2. Bruce Bolind, Montrose 57, California.



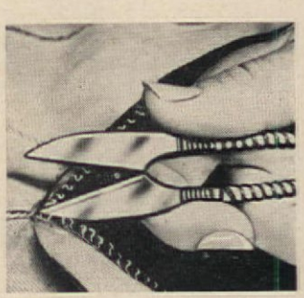
**TIME ON THE PHONE.** Snap a gay rhinestone-studded clock to the telephone and you won't chat past the hour you should be meeting the train or taking a cake from the oven, and its sweep second hand will pin you down on long distance calls. A plain rimmed one makes an inspired gift for a man's office phone. Either, $12.00. Hildegarde Studios, 597 Farmington Ave., Hartford 5, Conn.



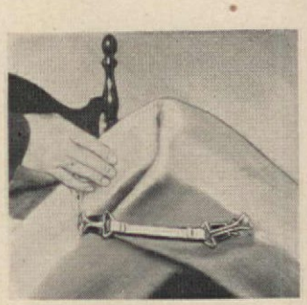
**JUST SLICE PAPER THIN AND SERVE** this special *Boneless Virginia Ham*. It has been cured, smoked, aged, soaked, simmered, and baked with wine and sugar. If you like *real* ham, you'll literally eat up this dark red, amber fatted one. No waste, it is ready for knife or slicer. Order 6-8 lbs. at $2.89 per lb. Mr. Jordan, Jordan's Old Va. Smokehouse, P.O. Box 324, Richmond, Va.



**SNIPPER RIPPER** makes it possible to snip and rip anything from a thread to a seam like a house afire. Every sewing basket should have one. Patterned after old-fashioned sheep shears, it fits in the palm of the hand, works on a spring action, has sharp points, forged steel cutting edges and plastic-wrapped handle. $1. Carol Beatty Co., 344 Beatty Bldg., Hollywood 46, Calif.



**GETTING COLD FEET?** Ingenious *Blanket Klamps* instantly convert any blanket into a contour blanket. Cuts bed-making time in half. You'll have plenty of foot room, and yet you can't kick the blankets loose. They even extend those impossible short blankets or sheets. One pair for a bed, $1.89; 2 pr. $3.50; 3 pr. $5. Order from Better Sleep, Dept. AH-4, New Providence, New Jersey.



(PLEASE TURN TO PAGE 44)



# When the candles have tripled...

# you'll still be proud of your OAK floors

The beauty of Oak Floors is their lasting charm in any setting. Here, the interesting grain pattern and natural Oak coloring bring warmth to a distinctively contemporary room. Luxuriously beautiful, they're economically priced for every home...and have unequaled wear-resistance that makes floor care so easy. Insist on Oak Floors when you buy, build or remodel. Sold by lumber dealers everywhere.

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION, MEMPHIS 3, TENN.

*The floor you'll never wear out*



*Gentle, friendly—*

# Friskies nourished

## *with the balanced diet meat-loving dogs love!*

**YOU WANT YOUR DOG** well-fed and happy. So let Friskies give him the lean red meat he *craves*...plus the other carefully balanced nutrients he *needs* for lively good health.

**MEAT'S BODY-BUILDING PROTEIN.** Friskies' principal ingredient is lean red horse meat for meaty taste and energy-giving protein. In Friskies, too, are the vitamins, the minerals, the important food elements so necessary for good coat, clear eyes and companionable disposition.

**EXTRA NOURISHING.** While some dog foods simply fill, Friskies *fully* nourishes . . . provides *up to twice the nourishment* of dog foods selling for only pennies less. Be sure to get Friskies—made to the high standard of the Carnation Company.




Carnation quality products

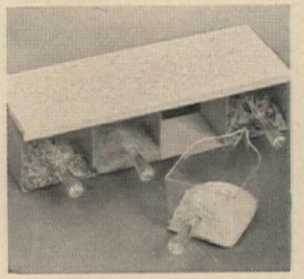



***FOR VARIETY—FRISKIES MEAL,*** easiest of all to mix. Quickest, too—mixes instantly. Just add water. Ready at once. A complete diet containing all the food values of choice steaks, chops, roasts.

ALBERS MILLING CO., DIV. OF **CARNATION COMPANY**, LOS ANGELES 36, CALIFORNIA


(Continued from page 42)

**IT'S EASY TO SEE THROUGH** the clear lucite drawers of this cupboard so you will always know when you are running low on any of the items stored in its four big, handy, scoop-shaped drawers. The whole unit is 18″ long, and 7″ deep. To fasten beneath a cabinet or stand on a shelf. White metal. $5.95. Laurie & Co., Dept. 21-AM, Belair Farms, Huntington, L.I., N.Y.



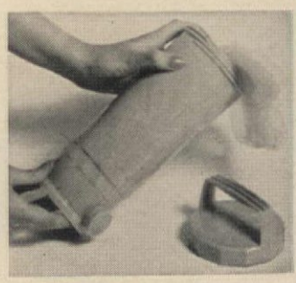
**HIGH AND MIGHTY** handsome stools are handmade of solid hardwood with comfortable bent backposts. Handwoven fibre rush seats are 24″ high, or for 50¢ extra 28″ high (35 and 39″ overall). Unpainted ash, $17.95 pair. Light natural finish, $19.95 pair. Birch finished in pine, maple, mahogany, walnut, cherry, $22.95 pair. Exp. coll. Jeff Elliot, Dept. AH-10, Statesville, N.C.



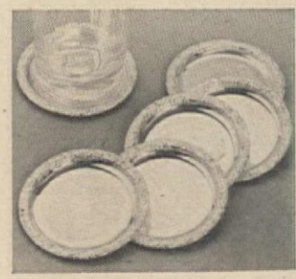
**WONDERFUL WELCOME** mat to use inside your door extends a greeting worked in a cheery bright Pennsylvania Dutch design. Anyone who steps into your parlor will immediately feel right at home. Hand hooked of rich nubby beige cotton pile, it is 36x18″. Nice also in front of a fireplace or a Boston Rocker. $3.98 plus 35¢ post. Helen Gallagher, 413-AH Fulton St., Peoria, Ill.




**NYLON LIFE PRESERVER.** Your hands never touch your hose after placing them in the Life Preserver for laundering. Simply shake gently, drain off suds and repeat process to rinse. A few more shakes and they come out almost dry. Heavy marbleized plastic in pink, blue, lime, or tortoise shell with matching wall bracket. $3.98. P. F. Fleming, P.O. Box 1162-H-1, Houston 1, Texas.



**ON A SILVER TRAY.** In Sweden where these are made, they are known as "glass trays," and indeed these lovely silverplated coasters are styled exactly like silver serving trays with the delicate floral border and design in center. Send your order to this company; they will be sent direct from Sweden. Set of six, $3. Red House Gift Shop, Dept. A, 419 Webster St., Fairmont, Minn.



**HAMPER YOUR CHILD** with this *Personalized Juvenile Hamper* and you'll be amazed at what a neat trick you've pulled. Something about their own name on the front seems to inspire children to put soiled clothes inside instead of leaving them where they dropped. 13x9″ and 18″ high. White, blue, pink, or yellow. $5.95. Berger Products, 628 Race St., Philadelphia 6, Pa.




(PLEASE TURN TO PAGE 46)

# Check this Chart... SEE WHAT YOUR HOME WOULD COST TODAY!



Dow Real Estate Valuation Calculator Issued by F. W. Dodge Corporation

The figures in this chart are based on national averages issued by F. W. Dodge Corporation. Local conditions may vary. All data has been compiled from sources considered reliable but are not guaranteed.

## RESIDENTIAL BUILDING COSTS

1957 equivalents of original costs (approximate)

| Original Cost → / Year ↓ | 8,000 | 10,000 | 12,000 | 14,000 | 16,000 | 18,000 | 20,000 |
|---|---|---|---|---|---|---|---|
| | add 00 | | | | | | |
| 1940 | 20,8 | 26,0 | 31,2 | 36,4 | 41,6 | 46,8 | 52,0 |
| 1941 | 20,0 | 25,1 | 30,1 | 35,1 | 40,1 | 45,2 | 50,2 |
| 1942 | 18,8 | 23,5 | 28,2 | 32,9 | 37,6 | 42,3 | 47,0 |
| 1943 | 16,8 | 21,1 | 25,3 | 29,5 | 33,7 | 37,9 | 42,1 |
| 1944 | 15,8 | 19,8 | 23,7 | 27,7 | 31,6 | 35,6 | 39,5 |
| 1945 | 14,3 | 17,9 | 21,5 | 25,1 | 28,7 | 32,3 | 35,9 |
| 1946 | 12,2 | 15,2 | 18,3 | 21,3 | 24,4 | 27,4 | 30,4 |
| 1947 | 10,8 | 13,5 | 16,2 | 18,9 | 21,6 | 24,3 | 27,0 |
| 1948 | 10,0 | 12,5 | 15,0 | 17,5 | 20,0 | 22,4 | 24,9 |
| 1949 | 9,9 | 12,3 | 14,8 | 17,3 | 19,7 | 22,2 | 24,7 |

**How to use →**

Taking the year 1946 as an example, the original cost was $10,000. To replace it today would cost $15,200.

According to the figures above, compiled by F. W. Dodge Corporation, the nationally known source of construction information, replacement costs on homes are higher than ever.

Think of the financial loss you would suffer if you were not insured to value and had to replace your home at today's costs. And that's just the house itself—what about the furnishings and other contents? Could *you* afford a total loss right now?

When it comes to insurance, it's only common sense to have the right *amount*, the right *kind*, and the right *company*.

Near you there's an agent or broker of The Home Insurance Company, an independent businessman who knows your problems. Backed by the strength, reputation and service of The Home Insurance Company, he provides the best in insurance protection.

For your *own* sake, see him soon. Let him show you how you can bring the insurance on your property in line with today's high replacement costs.

*"Remember, if you're not fully insured—it's not enough."*

ORGANIZED 1853

THE HOME *Insurance Company*

Home Office: 59 Maiden Lane, New York 8, N. Y.

**FIRE • AUTOMOBILE • MARINE**

*The Home Indemnity Company, an affiliate, writes Casualty Insurance, Fidelity and Surety Bonds*

**A stock company represented by over 40,000 independent local agents and brokers**

## Handpainted CHRISTMAS DISPLAYS




### Jolly Santa

5' 2" LIFE SIZE

Big, beautiful hand painted in rich oil color, nylon beard, modern toys, weather-proof wood, supporting stake. Price only $15.00. Night lighting unit $3.95 extra. Mailing charges collect. Sold only direct from studio. Send check or money order to:

**SEND FOR CATALOG**
of New Christmas Lawn Decorations
22 NEW PRIZE WINNING DISPLAYS.

**Leonard Brynolf Johnson**
Dept. 91, Smethport, Pa.




### "Chaperone" Trains Pets

Just shake Powder Chaperone on rugs, chairs, sofas, etc. Odor makes pets KEEP OFF (but you can't smell it). Prevents soiled cushions, hairs, odor—doesn't show. Stops puppy damage. Keeps male dogs away from females. *Shaker Cone $1. Kitty Chaperone* stops cats clawing furniture, *$1. Money-Back Guarantee* — save postage by sending check or M.O. Sudbury Laboratory, Box 26J, Sudbury, Mass.

**YOUR OLD FUR COAT INTO NEW CAPE, STOLE!**



STYLE #55

**$22.95**

ORDER BY MAIL
2-3 week delivery

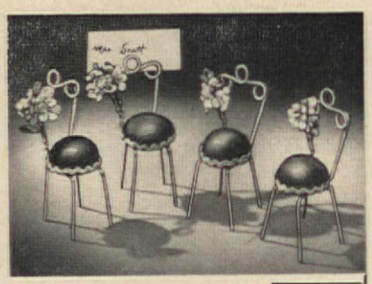
Send for FREE Style Book

I. R. Fox, fur remodeling specialist, re-styles your old, worn fur coat regardless of condition into glamorous 1957 cape or stole. Special price, $22.95 complete! This special price includes cleaning, glazing, repairing, resewing weak seams, lusterizing to new sheen, remodel completely, plus a lovely *NEW LINING* and *INTERLINING*, your Monogram at no extra cost. The thrilling result—a luxuriously beautiful cape stole or jacket!

**SEND NO MONEY!**

Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman $22.95 plus postage when new cape arrives. Or send for FREE Style Book now! Many different styles to choose from. Write:

**I. R. FOX, 146 W. 29th ST., DEPT. C-1, N. Y. C. 1, N. Y.**



### PLACE CARD CHAIRS

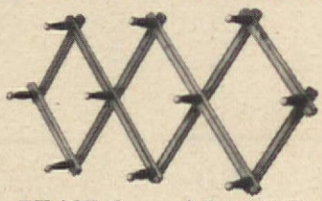
are wee copies of the Victorian Ice-Cream-Parlor Chair! Just 3½" high with scrolled white wire frames and plump seats covered in lush, rich-toned velvets. Tiny nosegays are pinned to the chair back where place cards slip into place. Adorable for luncheon, buffet, or parties—they're perfect favors, too.

Set of EIGHT only $1 each
3 Sets - $2.75 postpaid

*Satisfaction Guaranteed or Money Back*
FREE—Christmas Gift Catalog—Ask for it

**HELEN GALLAGHER** 413 K10 Fulton St. Peoria, Illinois

***Order Direct From Maker***



*EXACT Copy of Beautifully detailed*
ANTIQUE RACK

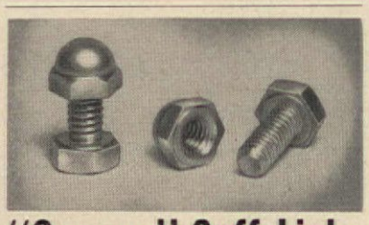
Oil Treated Pine, Wax Polished, Genuine Porcelain Tips. Antique Brass Underlaid on 4" turned posts. Now Used Many Ways. Hang as pictured or Vertically 15" x 31" extend or shorten. Dad will like for his ties. Hang low for the Children. Use in decorative effects. Specify Amber or Rustic. Order today.

**$5.95 P.Pd.**

**WAXIE** Dept. A57, NORCROSS, GEORGIA

Send 25¢ for folder 80 Reproductions

*Div. Suwanee Craft Shops*



## "Screwy" Cuff Links

My "Screwy" Cuff Links really create a stir everywhere they go—and no wonder! They're honest-to-goodness bolts and cap nuts, handsomely GOLD plated, beautifully polished by hand to a mirror finish. That dome shaped nut, which is the part that shows on the front of the cuff, couldn't look more stunning if it had been especially created by a top jewelry designer.

These cuff links are marvelously easy to put on, too—just push bolt through French cuff, screw on nut. Rushed to you postpaid for only $2.75, incl. Fed. tax. 3 pair, $7.50. Money back if not delighted. To order, just mail this ad with payment and your name and address to: Tom Collins, Box 463-M, Great Neck, N. Y.



**Modernize** your bedrooms with

**DENNIX BED LEGS**

Convert any metal coil or flat bed spring into a Hollywood Bed

Patented steel clamp, insures rigid support. Genuine hardwood finished in BLONDE, MAHOGANY or UNFINISHED Gracefully tapered.

7" high
Set of four

MODEL AC-8 **$5.98**



Simple to attach in 5 minutes TO COIL SPRING (illustrated) or FLAT SPRING

MODEL A-8 **$4.98** (without casters 7" high)

10 DAY MONEY BACK GUARANTEE
Add 50¢ for postage and handling

non-marking heavy duty casters.

**JORE COMPANY** Dept. 10A 33-04 Downing St. Flushing 54, N. Y.

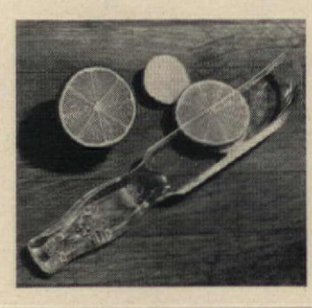
**EVER SEE A PURPLE COW** more beguiling than this one? Here's a real pasteurized fellow to serve butter better. Covered porcelain butter dish is just right sized (6¼") to hold a quarter pound of butter—and this bright purple bossy will go happily into the shade of the refrigerator after the meal is over. $1.50. Dresden Art Works, Dept. AH, 169 West Madison St., Chicago 2, Ill.

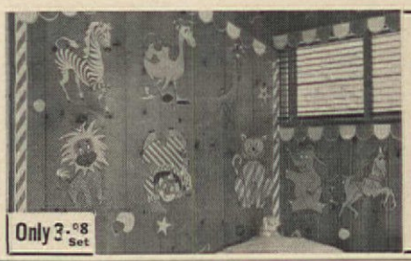


**TWINE-PO.** Pulling strings a century ago involved a heavy iron twine holder mounted on the wall or ceiling or stood on a table or counter. Now reproduced in black iron from the same old molds, this old string holder comes with a removable cup inside so it can be used for graceful arrangements of vines or flowers. 6" high. $3.50. Miles Kimball Co., 126 Bond Street, Oshkosh, Wisc.



**SHARP AS GLASS.** This knife is made completely of glass, which somehow strikes us as amazing. It is reported to be 18 times stronger than ordinary glass, unaffected by acids, and to stay sharp, clean and odorless. We just know it's a whiz for slicing tomatoes, lemons, and fruit, perfect for cutting cake. 8½" long. $1. Cossman & Co., 7015-AH, Sunset Blvd., Hollywood 28, Calif.





Only $3.98 Set

**NEW: CIRCUS—WALLPAPER CUTOUTS**

Now you can decorate your nursery, den, playroom or bar the way you've wanted to. These giant impish full color circus animals are the cutest ever. They come complete with all the trimmings: yards and yards of candy striped tent poles and canopies, 8 cuddly 2 foot tall circus animals, lots of stars, circles and balls all in exciting full color plus illustrated decorating instructions. Easily applied to wall with paste, tacks or scotch tape. Complete set only $3.98 plus 32 cents postage. Positively guaranteed to please or your money refunded. 2 sets $6.95, plus 50¢ postage.

**D. H. ERICKSON, 14519 Benefit Sherman Oaks, California**



**BLACK FOREST WEATHERHOUSE**

Predicts the weather 24 hours in advance New improved model. Imported from Germany. Made of wood, thatched with straw. See the hand painted figures move in and out as the weather changes. Tells temp. Fahr. & Cent.

**Send no money,** pay postman $4.95 plus C.O.D. charges, or save charges and send us $4.95. *Money back guarantee.*

**Free** brass flower pot, rake & spade with each weatherhouse.

**WILIN SALES, 527 LEWIS, ROCKFORD, ILL.**

**1000 PERSONAL LABELS $1**




ANY 3 ORDERS $2 ppd.! Up to 4 lines beautifully printed with name and address on finest quality super-glossy gummed paper. Printed with real type, not typewriter Padded for convenience. Reusable PLASTIC BOX FREE! Real timesavers. Use to personalize everything: Stationery, checks, books, toys, etc. 1000 only $1 ppd. SPECIAL OFFER—*Any 3 different orders $2 ppd.* 1,000,000 satisfied customers! Money back if you don't agree these are the finest labels ever seen.

**REGAL LABELS, 109 Regal Bldg., Mar Vista 66, Calif.**

**FREE! Samples On Request**

## COLORED BURLAP

**MODERN DECORATOR FABRIC**

Ideal for Drapes, Table Coverings, Wall Coverings and practically every decorating situation. 12 luxurious colors. As low as 79¢ per yd. Send today for free samples and literature.

deburco

**7 Market St., Paterson, N. J. Dept. 220**

## If Your Child Is a Poor Reader

See how *The Sound Way To Easy Reading* can help him to read and spell better in a few weeks. New home-tutoring course *drills* your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to *full year's grade in 6 weeks!* Write for free illustrated folder and low price.

**Bremner-Davis Phonics, Dept. O-4, Wilmette, Ill.**

**TROUBLED WITH UNWANTED HAIR?**

You needn't be! Now you can remove unwanted hair forever—in the privacy of your home—with the famous Mahler Hair Removal Epilator! Acclaimed by thousands of women who have discovered how Mahler destroys the hair root permanently! By following our instructions you, too, can learn to use the Mahler safely and efficiently! Positive money-back guarantee! Act today!



**MAHLER'S INC.** DEPT. 837-N, PROVIDENCE 15, R. I.

Send 5¢ for illustrated 16-page booklet "New Radiant Beauty"!

## WANTED

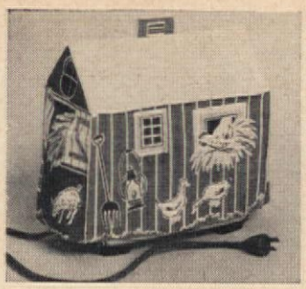
Organizations interested in earning 45¢ profit on each $1 sale of Super Lustrous Gift Tie Ribbon. 14 popular colors. Write for FREE sample card today.

**O & W GIFT TIE 7132 Knowlton Pl. Los Angeles 45, Cal. Dept. 13-M**

**O & W GIFT TIE 3611 W. 16th Street Indianapolis 22, Ind. Dept. 13-M**

**IDEAL GIFT TIE 1133 Main Street Paterson 3, N. J. Dept. 13-M**





**IT AIN'T HAY** you'll find inside this gay red barn, it's your own bright toaster kept shiny by this Toaster Cover so amusing we'll bet everyone who steps into your kitchen will beg you to tell where you got it. Gayly bedecked with pigs 'n cows, and chickens with jeweled eyes, it's 9¾ x 8½" high, washable Nylo. $1.25. Foster House, 430-AH South Jefferson Street, Peoria, Illinois.



**FOND OF MILK** glass? Then you'll love this little basket. It is an authentic handmade reproduction of an Early American piece made from an old, old mold, in the beloved world-famous paneled grape pattern. 6½" long, use it for candy, olives, flowers, or as the sweetest decoration you could buy for $2. Sturbridge Yankee Workshop, 6 Brimfield Tpke., Sturbridge, Mass.




**GOOD COOK BOOKS** for any kitchen are these six ceramic ones labeled to hold Cinnamon, Ginger, Salt, Allspice, Nutmeg, and Pepper. All are patterned with the familiar *Blue Willow* design, as are the two little pullout drawers underneath. The wood rack is ready to hang or stand and is 9½" wide, 6½" high, $3.95. Townsend House, Dept. H-10, 645 Bergen Ave., Jersey City 4, N.J.



**YOU'RE IN LUCK IF YOU WEAR A NARROW WIDTH OR ARE HARD-TO-FIT!**

***NOW! DISCOVER THE THRILL OF A PERFECT FIT IN YOUR EXACT COMFORT SIZE!***

• More Than 223 Sizes In Stock • Money-Back Guarantee

WOMEN'S FULL & HALF SIZES 3 TO 13 AAAAA TO EEE

Get perfect fitting moccasins in your exact size. No extra charges for the hard-to-fit. Like walking on air! With light, bouncy foam-crepe soles, choice leather, handlaced, extra flexible; smartly styled for casual living. All purchases subject to exchange or money-back. COD's accepted. In RED, SMOKE, TAFFYTAN, WHITE. Moccasin-Craft, 65-AL Mulberry, Lynn, Mass.

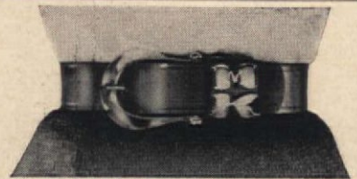
SOLD FACTORY-TO-YOU SPECIAL OFFER! **$5.95** plus 50¢ postage



**FRANKLIN STOVES**

Inexpensive to operate and comfortable to use. These stoves lend enchantment to interiors, old and new. Provides more heat and all the cheer of an open fireplace. *For information write to Dept. "AH"*

PORTLAND STOVE FOUNDRY CO. Portland, Maine



**HANDSOME HARNESS BELT .....$1.95**

FABULOUS VALUE—1½" with Golden brass buckle and initials. Black, Red, Tan, Gray, Navy. Sizes 22-32 . . $1.95. 2 for $3.75 (add 20¢ post. for ea. belt). WESTERN CLASSICS, Box 4035, Dept. AHB, Tucson, Arizona




**MONOGRAM BAR PIN IN STERLING SILVER**

Marvelous accessory gift. Any 3 block initials. All sizes tax included and postpaid:
⅜" x ½" .....$3.85 ¾" x ½" .....$6.60
⅞" x ½" .....$5.50

WILL HAMMOND'S New England General Store 2 JANES AVE., MEDFIELD, MASS.

Write for MY FREE GENERAL CATALOG



**ROOSTER SALT & PEPPER SET**

Collector's item for yourself or friends . . . also useful! Rooster stands 5⅜" tall with containers for salt and pepper that hook on as saddlebags. Brown-glazed china, hand-painted with authentic markings in red and white; touches of yellow and green on shakers.

**ONLY $1.00, postpaid**

*Send for free price list.*

**SOUTHERN PLANTATION**

112 Floyd Ave. • College Park, Georgia

**PEE WEE BATTERYLESS TUBELESS "LIFETIME" RADIO**




REALLY WORKS — FOR LIFE! WITHOUT TUBES, BATTERIES OR ELECTRICAL PLUG-INS. Never runs down. SMALLER THAN A PACK OF CIGARETTES! GUARANTEED TO RECEIVE LOCAL RADIO STATIONS ANYTIME—ANYWHERE YOU GO! Sensational new Ferrite Selective Tuner—Perma-Crystal diode. Super SPEAKER-PHONE. Durable black and gold plastic case.

**Send only $2.00** (bill, ck, mo.) and pay postman $4.99 COD on arrival or send $6.99 for postpaid delivery. SENT COMPLETE READY TO LISTEN WITH LIFETIME GUARANTEE. Nothing extra to buy—ever. Available only from: MIDWAY CO., Dept. WAH-10, Kearney Nebr.

**Any NAME Gold Stamped PENCILS**

SET OF 6 for 25¢ ppd.




Fine quality, good rubber erasers, soft black lead

Print plainly the name you want gold stamped on pencils. One name per set. Fast delivery. Gift Packaged. Minimum order $1.00. Send cash, check, or Money Order.

Set of { 12 for 50¢ / 24 for $1 }

Rich Personals, Dept. 42 500 W. 207 St., NY 34, NY



***Quick, Easy Way To Decorate Windows with GLASS WAX***

# New! Christmas Stencils

**Complete Nativity Scene, Santa in Sleigh, Reindeer Make Beautiful, Lacy, Holiday Designs in Seconds**

Now decorate windows, mirrors, glass doors at Christmas this quick, easy way. Just hold stencil paper to glass and apply "GLASS WAX" with a sponge. Presto! You get beautiful frost-like, lacy designs in seconds. A world of fun for children of all ages. Ideal for school and church. Wonderful for parties. Easy to remove. Wipes right off. Stencils can also be used for making your own Christmas cards, decorating gift packages, place mats, table cloths, napkins, Christmas tree aprons, stockings, even decorating cakes.

*All stencils made on special waterproof paper, coated both sides for repeated use. New, special set of plastic-packed, harmless dyes for coloring "GLASS WAX" now included in every set.*

*EXTRA LARGE NATIVITY SCENE* (giant size 36" x 15" extra heavy stencil paper). Never before offered, this size not available in stores. Ideal for large windows at home, school or church: includes manger, 3 wise men, 3 shepherds, Joseph, Mary, animals, 16 figures in all. *Special coloring for "GLASS WAX" included. POSTPAID per set* $1.00 (Air Mail on above set 70¢ extra).

*CHRISTMAS STENCILS* (10 sheets 8½ x 11) 23 popular designs including "Season's Greetings," Santa in Sleigh, Reindeer, Christmas Tree, Angel, Sprig of Holly, Wreath, Stocking, Bells, Ornaments, Candle, Stars, Snow Flakes, Tinsel and Candy Cane. *Special coloring for "GLASS WAX" included. POSTPAID per set* $1.00 (Air Mail on above set 50¢ extra).



**New! HALLOWEEN STENCILS** Exciting new way to decorate windows for home, school or parties: Nine sheets, 8½ x 11, 17 designs, including Pumpkin Faces, Fighting Cat, Witch on Broom, Witch's Face, Cat's Face, Owl in Harvest Moon. Spooks and Ghosts in Graveyard, Skeleton, plus Thanksgiving Turkey. *Special coloring for "GLASS WAX" included. POSTPAID per set* $1.00 (Air Mail on Halloween set 50¢ extra).

SPECIAL OFFER! All 3 Stencil Sets $3.25 Postpaid. Money-Back Guarantee.

*Send check, cash or money order (no COD's please.) (If you live in Colorado please add 2% sales tax.)*

**Home Service Publications** Dept. AH-107 Fort Collins, Colo.

***NEW! EXCITING!***

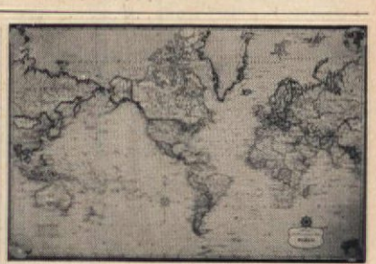
# RECIPES FROM FAMOUS NEW ORLEANS RESTAURANTS!




Now, for the very first time, you can flatter your guests with superb New Orleans dishes using recipes personally chosen and written by owners and chefs of New Orleans internationally known restaurants! Fifty of the most famous dishes, many divulged for the first time, each given in highly-detailed, easy to follow recipes. In addition, tips on French, Italian and Creole Cookery. Perfect for the hostess who wants distinctively unique dinners without a lot of work. Only a limited number available, at $1.50. Send cash, check or money order TODAY.

**BONNE APPETIT!**

2231 RICHMOND • HOUSTON 6, TEXAS



**Full Color—Wall Size International**

# WORLD MAP

It's wall size! 33 inches x 50 inches. Heavy duty durable stock in 8 full colors with clear type to instantly identify any corner of the globe. All in precision detail. Smart as a mural. Educational for children's rooms, den, office, civic, schools, etc. Order Direct today. Send $1.00 each prepaid or 3 for $2.75. Same large map of U.S.A. Same price. Guaranteed.

**$1**

TERRY ELLIOTT CO., Dept. MP-209 135 East 44th St., New York 17, N. Y.



# WHIRLING *Christmas* TREE

**GO ROUND & ROUND! $2.00 Values!**

**59¢**

Famous plastic Whirling Christmas Tree in frosted Venetian glass effect—$2.00 value—now only 59 cents! Amazing bargain made to win 25,000 new customers! See tree revolve round and round. No winding . . . no gears to wear out. As it turns, it sparkles with 1000 rays of colorful rainbow light! More than a FOOT high and more than a foot in diameter!

**FREE! 25 Real Ornaments and Real Candles!**

You receive 25—yes, 25 REAL tree ornaments—Christmas Tree balls of genuine BLOWN GLASS, real petite candles, Star of Bethlehem, etc. Ornaments alone are easily worth $1.00—but are yours FREE of extra cost!

**Special: 2 Trees for $1**

Spread Christmas cheer throughout your house. Order several trees now. Place on tables, TV sets, over fireplace, outdoors, etc. Give as gifts! Remit only 59¢ for your Venetian Tree or pin $1 to this ad for 2 trees complete with ornaments. FREE with order of 2 or more: Booklet of world's most famous Christmas Hymns & Carols—complete with words and music! Act now. This amazing value will be withdrawn without notice as soon as stock runs out. Satisfaction guaranteed or money back. (Sorry, no COD's at this price). Prompt delivery! Order NOW! MRS. LAVALLE, Inc., Dept. 195-L-56 585 Water Street, New York 2, N.Y.

**FREE!**

**25** ORNAMENTS & CANDLES **25**

Beautiful and REAL! Easily worth $1, yours FREE.

FIRST TIME EVER OFFERED!

THICK, FLUFFY CUT-PILE

## WASHABLE BEAR RUG




BIG SIZE! 30"x40"

*Cinnamon Brown or Polar Bear White*

Youngsters just love to sprawl on BIG, shaggy "Fuzzy Bear"! He's soft, thick cut-pile chenille that feels just like fur. He'll flop down anywhere you put him . . . for games, TV, nap time or bedroom decoration. His plump, jolly head is a pillow, a chin rest, a stuffed toy. "Fuzzy Bear" is mom's pet too, because he can be tossed right into the washer (pillow is removable) . . . and he has a safe, non-skid backing.

**MONEY BACK GUARANTEE**

MARY LESTER, Dept. BR-302
224 W. Washington St.,
Milwaukee 4, Wis.

Please send me_____Bear Rugs on Money-Back Guarantee at $4.95 each bear. ☐ White ☐ Brown
☐ $_____enclosed____ship prepaid.
☐ Send C.O.D. plus postage.

NAME_____

ADDRESS_____

CITY_____

## Genuine FURS FOR DOLLY



Complete 3-Pc. Set As Low As $

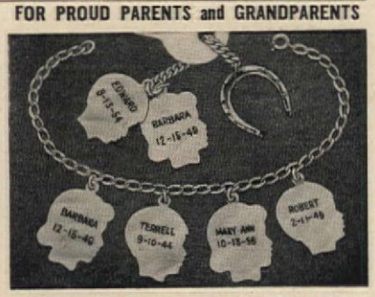
• Cape Muff and Hat •

**For 8" to 10½" Dolls.....$1.00**
**For 12" to 22" Dolls.....$2.29**
**For 23" to 30" Dolls.....$2.98**

Little Mothers can now pamper their favorite dolls with this stunning outfit of REAL, deep-piled, snowy-white angora rabbit fur. Shimmering satin-lined cape with silk ties and fluffy pompons. Chic hat and muff to match. Send remittance or order C.O.D., plus postage. Satisfaction GUARANTEED or your money refunded.

**NIRESK INDUSTRIES,**
**Dept. DF-304, Chicago 47, Ill.**

## FOR PROUD PARENTS and GRANDPARENTS




Profiles on Parade . . . our precious Boy and Girl Silhouettes, each engraved with a child's name and birthdate, proudly proclaim the beloved children, when attached to our bracelet or keychain. Made of Sterling Silver or 12K Gold-Filled, ¾" wide, they'll be a treasured heirloom gift. Add more as the family grows. Up to 11 letters and spaces per line.

**Silhouettes $1.10 each** **Bracelet $1.10**
**Horseshoe Keychain $1.25**
*Prices include engraving, tax, postage.*
**WRITE FOR FREE GIFT CATALOG**

**NANCY NORMAN** 422-107K Washington St. Brighton 35, Mass.

## SNOWMAN SALT'N'PEPPER




This cute MR. and MRS. SNOWMAN set is Ceramic, over 3" tall. Any two names hand-painted in red, with matching red ribbon trim and gold star. Perfect Gift! Attractive on what-not shelf. Return mail service.

**ONLY $1 ppd.**

STRATTON SNOW
Dept. A
Delray Beach, Fla.

## DON'T BE FAT!

If you just can't reduce and have tried dieting, pills and tablets—try relaxing, soothing SPOT-REDUCER, a massager that's tested, and has U.L. approval. Lose weight where it shows most! The relaxing soothing massage helps break down FATTY TISSUES, helps tone the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. When you use the SPOT REDUCER, it's almost like having your own private masseur at home. It's fun reducing this way! Lose pounds and inches quickly, easily, safely without risking health. For aches and pains due to overexercise. Also used as an aid in the relief of pains for which massage is indicated. Sold on MONEY BACK GUARANTEE! Reduce or NO CHARGE! (FIRMS FLABBY TISSUE!)



110 Volts A.C.

Restores elasticity to sagging skin.

**STANDARD MODEL only $9.98 . . .**
**AMAZING DELUXE MODEL only $12.98.**
(Save 90¢ postage. Send payment with order)
**send to BODY MASSAGER COMPANY**
403 Market Street, Dept. B-785, Newark, New Jersey

## DONKEY ON ROCKERS



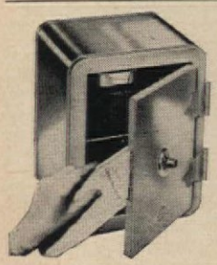
**NOW $8.95**
**Reg. $15.00**

The Toy of The Year—The kiddies love to rock on this beautiful plush Donkey. Sturdy steel frame on hardwood rockers. Wears a colorful saddle and bridle. 27" high x 22" long x 10" wide. Strong enough to hold an adult.

**Donkey With Music Box $12.95**
Send check or money order. No C.O.D.'s.
Pay express shipping charge on arrival.

**GUARANTY SALES CO.**
**Box 176, Dept. A10 Teaneck, New Jersey**

## CLOSET SAFE HOLDS VALUABLES

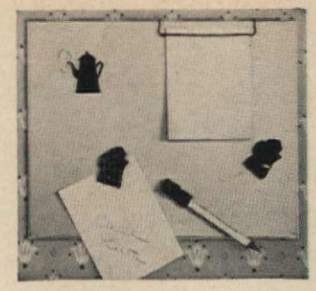


Welded steel construction and secret combination lock keep belongings safe from pilfering, prying eyes, children's fingers. An ideal private storage place for money, jewelry, bonds, stocks, wills, valuable papers, firearms, dangerous medicines. Complete with bolts and screws for bolting to closet shelf, floor, cupboards, etc., which cannot be removed unless safe door is opened. Complete with sliding velvet lined jewelry drawer and shelf. Measures 12 1/12" x 9⅜" x 8". Office grey. $9.95 ppd. Guaranteed.

**$9.95**

**BELLEVUE MFG. CO., BELLEVUE, OHIO**

**PUT ON THE COFFEE POT** to hold a note to this 9½x7½" bright-as-a-penny copper *Magnetic Bulletin Board*. Decorated with a little black coffee pot, it also has two black coffee-pot-shaped magnets to hold messages to the board, plus its own clipped-on pad and magnetic pencil. A gay kitchen highlight or small gift for $2.25. Page & Biddle, 21-AH Station Road, Haverford, Pa.



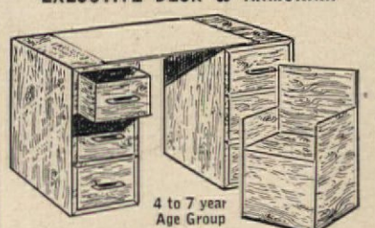
**SILVER WHEAT** of solid sterling is as graceful in this jewelry as in those waving fields of grain. This ever-popular motif has always symbolized the harvest time, fertility, and life itself. You are bound to love this 2½" pin to light up the neck of a blouse, the lapel of your suit, $5.50. Matching earrings, $5.50. Tax incl. Alpine Imports, Dept. AH, 505 Fifth Ave., N.Y.C. 17.



**CHRISTMAS ADVENT CALENDARS** like those you had as a child will delight each bright-eyed youngster you know. Remember how opening one door a day from December first until Christmas doubled the excitement leading to that big day. Brightly-colored, silver-sprinkled 8x10" calendars. 4 assorted for $1; 8 for $1.75; 12 for $2.50. Tower Press, Box 591, Lynn 350, Mass.



## Give Your Child A Good Start
## EXECUTIVE DESK & ARMCHAIR



4 to 7 year Age Group

Size 29" W. x 20" H. x 12" L. 6 Drawers—Masonite Top With 6 Secret Hideaways. **$8.95** Postpaid

Your child will get an enormous boost in self-confidence with this desk because in miniature it's a duplicate of the desk used by teacher in most schools. Made of Golden woodgrained KORWOOD fibre with MASONITE top, it's actually stronger than wood and it assembles in just 15 minutes. Can be used as a small dresser or as a perfect closet accessory after it's outgrown.

**5 Day Money Back Satisfaction Guarantee.**

**GOLDEN RULE CO.**
**Box 345-E, LINDEN, NEW JERSEY**

## MORE BRILLIANT than DIAMONDS

*You Won't Believe Your Eyes*

GLAMOUR MAGAZINE (June 1953) said: "The average person would find it hard to distinguish this stone from the crystallized carbon turned out by nature. It's a JARRA GEM!" Yes, JARRA GEMS look like the finest diamonds, a miracle of modern science, yet cost only $24 a full carat unmounted.



**FREE BOOKLET** tells amazing story of the JARRA miracle gem. Shows 14K gold pins, earrings, ladies' and men's rings. *Easy monthly payments.* Visit our showroom.

**Jarra GEM CORP., Dept. A49**
489 Fifth Ave., New York 17, N.Y.




## FARMHOUSE ORIGINALS

Authentic reproductions of Western Reserve farmhouse pieces including dry sinks, commodes, wash stands, dough trays, schoolmasters' desks, deacons' benches, chairs, hutch tables, cupboards, etc. SEND 25¢ FOR ILLUSTRATED CATALOG and wood sample of America's largest selection of Farmhouse Furniture.

**VALLEY CRAFT**
**Dept. AH, Twinsburg, Ohio**
**Commode—29" wide x 31" high x 16" deep. . $49.50**

## NEW! CLOSET HANG-A-CHAIN



Our newest closet accessory, consisting of eight three-inch hooks, hangs right from your closet rod to hold all the odd items which usually clutter up dresser drawers, etc. . . . purses, umbrellas, belts, children's clothes, anything at all. Chrome-plated and gift-boxed. Satisfaction guaranteed.

Order #C838. **Just $2.00 postpaid**

***Send for New, Free Catalog of Unusual Items***

**DOWNS & CO.**
**Dept. 3692 Evanston, Ill.**

## HOME BAKERS CAKE DECORATORS CANDY MAKERS

OUR FREE CATALOG shows everything you need for any of these satisfying hobbies, for entertaining, or a profitable business in your own kitchen. Thousands rely on this catalog for their decorating equipment, instruction books, foreign recipe books, and unusual cookware. Write for your free copy—you'll be glad you did!

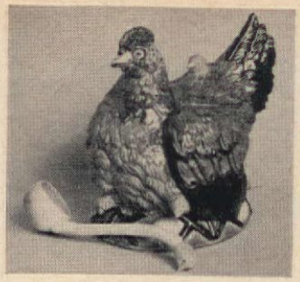
**MAID OF SCANDINAVIA**
3245 Raleigh Ave., Dept. Q, Minneapolis 16, Minn.

### HAMMERED BRASS PANSY POTS



Perfect for small flower arrangements. Its gleaming brass accentuates the delicate, fragile beauty of lilies-of-the-valley, violets, pansies, dwarf marigolds. 2½" diameter, 4½" high fitted with a bale handle and removable grate to hold flowers securely. Tarnish resistant. **$1.50** (2 for $2.75)

**ELRON, INC.**
**225 W. Erie St., Dept. A-279, Chicago 10, Ill.**



**ALL THE HEN'S CHICKENS** seem to be popping out from this Majolica Hen Tureen which is just the piece you've been looking for to decorate your sideboard. Serve corn chowder in it at a Halloween buffet. Richly colored Faience, it comes from Madeira in Portugal, is 12" tall. Egg-shaped ladle is topped with another chick. $15.75 Ppd. Carl A. Forslund, Grand Rapids, Mich.



**CREATE A SPECIAL BUREAU** in the shape of an early New England blanket chest and it will be perfect for holding a lady's jewelry or to use on an end table with cigarettes in one drawer and matches in the other. Just 8x5" and 3½" deep, it is nicely made of smooth pine with a hand-rubbed honey tone finish. $3.95. New England Gen. Store, Dept. AH, Janes Ave., Medfield, Mass.



**PERSONALIZED BUTTONS** will do wonders for a pretty wool dress or last year's tweed suit. And do buttonhole them for friends who wear uniforms because they come with clip bars to convert them for use in stud holes. 24K gold-plated. Choose rounded or flat surface. Dime-sized, 4 for $1; nickel-sized, 3 for $1; or quarter-sized, 2 for $1. Mastercraft, 273A Congress, Boston 10, Mass.



**125 Stars that Shine in the Dark, $1.00**

NOW you can have the glory of the night sky on your ceiling. These luminous decal stars glow for hours after exposure to strong light. Lovely, hand-crafted, easy to apply or remove. Children enjoy their dark bedroom so they can see the glowing stars—all ages delighted by their romance and beauty.

Send check or MO now. Only $1.00 for over 125 stars, ppd. For airmail add 15¢. Ask for new free catalog of unusual gifts. ETT-BARR CO., 117 Ett-Barr Bldg., Altadena, Calif.

**BLUE WILLOW COOKIE JAR**

4½" square—5¼" high.

**$2.95** postpaid

*Write for Free catalog*

**TOWNSEND HOUSE**
Dept. A-10
645 Bergen Ave.
Jersey City 4, N.J.



**FIND THE WOOD STUD IN YOUR WALL WITH A FORD DOWSER BALL**



Indispensable when hanging pictures, mirrors, shelves; and when making alterations. The original Stud Finder. **THE ROLL OF THE BALL FINDS THE ACTUAL STUD IN THE WALL.**

**NO MAGNETS!**



Only $2.00 postpaid. Money-back guarantee; no C.O.D.'s please. Usual trade discounts to dealers.

**$2.00 ppd.**

Ford Products, Dept. A-8, Port Chester, N. Y.




**PERSONALIZED CRAYON APRON**

QUIET PLEASE . . . ARTIST AT WORK! Your youthful artists will love this attractive little coloring apron with their own name. Multi-colored crayons are tucked into individual pockets. Made of durable, washable colored fabric, this play apron is useful and protective. $1.00 ppd.

Get the HOLIDAY GIFT CATALOG Free! big holiday gift catalog. Write for yours today!

CAROL BEATTY
404 Beatty Building
Los Angeles 46, Calif.

Give us this day our daily bread



**IT'S NEW!** The only decal of its kind on the market today!

Now you can have the very latest in home decoration. These self adhesive decal cutouts are easy to apply and easily removed. Apply to walls, mirrors, cupboards, etc.

Colors: Copper, Antique Gold, Red, Green, and Black. (Specify color) Fighting Cocks **$5.00** Pr., 6" Prayer **$3.00.** All orders post paid. Send for complete pattern selection folder.

**Authentic Decals**
BOX 335, MILFORD, MICHIGAN

Solid **CHERRY 6-LEG DROP LEAF TABLE**



**$65.00**

Check or M.O. Express Collect

Shipped direct to you in moisture-proof wrap. Assembles quickly to big (open 39" x 72", closed 24" x 39") beautiful solid cherry drop leaf. Satin smooth, ready for your favorite finish. Complete with assembly and finishing instructions. An evening's fun saves you over 50%.

*Send 25¢ for complete catalog of solid cherry reproductions.*

**CHERRYCRAFT** DEPT. A-10 Pittsford, N. Y.

★ **Sensational New $1 Value** ★

*Hand Etched Rose Design*

**Glass Tea Pot**



**For Gracious Serving . . . or Use as Planter!**

**Only $1.00 Each**
**3 for $2.89 Postpaid**

You're invited to become acquainted with Foster House, with the most exciting import we've discovered in a long time. It's a delightful crystal glass teapot that holds four full cups . . . and more. The design is a lovely rose, hand etched. The handle is insulated with baby bamboo . . . a color accent that's also very practical. Glass is heat treated. Has removable glass top. Attractive as a planter on shelves or in windows. Order several at this low price. *Satisfaction Guaranteed or Money Back.*

**FREE—Christmas Gift Catalog—Ask for it**

**FOSTER HOUSE** 430-K10 S. Jefferson St. Peoria, Ill.



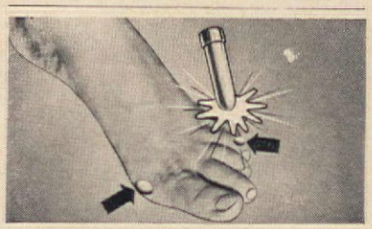
**NOW, IN COLOR**

PERSONAL PHOTO
**CHRISTMAS CARDS**

**Trial offer.** 10 for $2.80 with envelopes, plus 20¢ shipping, from your Kodacolor negative (not color slide) limited 1 order to a customer. Or, see before you buy and send your favorite Kodacolor negative and 25¢ plus 6¢ postage for sample Yulechrome.

Prints may be removed after Christmas and pasted in family album or carried in wallet.

YULECHROMES Box 1 Dept. Y-1 Quincy 69, Mass.



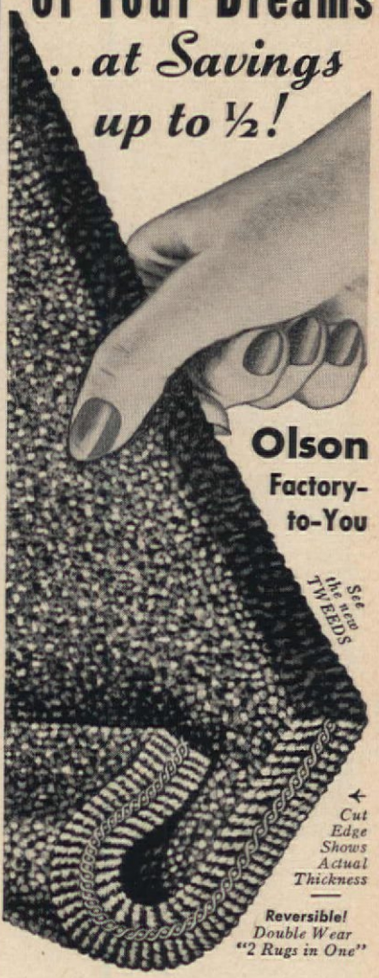
**GET RID OF CORNS & WARTS—$1**

Corns, warts and callouses vanish *quickly* with new, medically-proven CORN-RID WAND. No more painful foot troubles . . . simple to use as a lipstick! Just apply—that's all! *You'll feel like you're walking on air.* Medicated formula works wonders—acts instantly to relieve pain. In handy, easy-to-carry plastic case. No messy salves or lotions! Lasts for months. *You must be pleased or your money back!* Only $1 postage paid. Order CORN-RID WAND from **SUNSET HOUSE, 1628 Sunset Building, Hollywood 46, California.**

*Now—the Lovely, Thick*

**BROADLOOM of Your Dreams**

*. . at Savings up to ½!*




**"IF You Will Send Your OLD RUGS, CLOTHING —I GUARANTEE to send you the Finest, Longest Wearing Rugs you ever had for So Little Money."**

*Walter E. Olson, Pres.*

No matter where you live, **Write** for beautiful, new, FREE Rug & Decorating Book in color and *Get-Acquainted Money-Saving Offer.* Learn how the valuable wool and other material in old carpet, rugs, clothing is scientifically reclaimed like new, bleached and separated. The seasoned wool is merged with Choice NEW WOOLS, dyed and spun into yarn. Then we weave heavy, deep-textured, Reversible, New Broadloom Rugs or wall to wall Carpeting. All this within a week. Double the wear and luxury. (12 x 15 ft. weighs 75 lbs. not 55 lbs.)

**CHOICE** of 44 patterns regardless of colors in your material, any size up to 18 ft., any length.

| | | |
|---|---|---|
| **Solid Colors** | **Embossed Effects** | **Florals** |
| **Tweed Blends** | **Early American** | **Leaf, Scroll** |
| **Two-toned** | **Oriental Designs** | **Ovals** |

**NO RISK OFFER.** Send materials at Our Expense. Satisfaction guaranteed. Over 3 million customers. **Monthly Payments** if you wish.

**Mail Coupon or Postcard to Nearest Address.**

**FREE** Big New RUG BOOK in Color, 49 Model Rooms

Name.....

Address.....

Town.....State.....

**OLSON RUG CO., Dept. P-64**

| CHICAGO | NEW YORK | SAN FRANCISCO |
|---|---|---|
| 4000 Diversey | 15 W. 34th St. | 209 Post Street |



## CAPE COD CUPOLA — WEATHERVANES



Now you can get a ready-built, full assembled **Cape Cod Pagoda Roof Cupola** for your garage, breezeway or ranch house that will fit on any pitch roof. Made of pine, painted two coats white, 33" high, 18" square at base. Only a screwdriver needed — put up in minutes. **Aluminum** covered roof $39.50. **Copper** covered roof $42.50 Express Collect. Other sizes and styles from $16.75 to $149.00. Weathervane is extra.

Your choice of Weathervane made of cast aluminum and copper, painted black, average size 19" x 23", only $11.95 Postpaid.

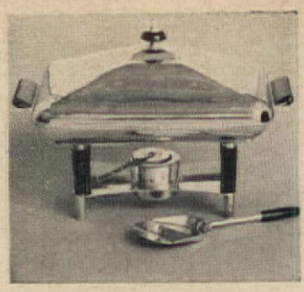
**Send today for latest catalog showing Cupolas, new style Signs, Lanterns, Posts, 22K Gold Leaf Weathervanes. Contains interesting history of weathervanes.**

CAPE COD CUPOLA CO.

Dept. A-9 No. Dartmouth, Mass.

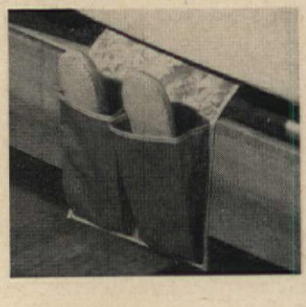
---

**BUFFET STYLE.** We're building our entertaining program around this beautiful all-aluminum server trimmed with ebony bakelite. We love its clean uncluttered lines, mirror-polish silver finish for easy upkeep, its chafing well with snuffer, the matching spatula, and the fact that it is 16x10" and holds a generous 2½ quarts. $10.95. Damar, 722 Damar Bldg., Elizabeth, N. J.



---

**DON'T KICK** your slippers out of reach under the bed, or shove them to the middle with the mop. Stow them in a be-kind-to-your-sacroiliac fashion in the *Slipper Keeper*. Held in place by the weight of the mattress, it is heavy wipe-clean plastic. Pocket in back holds glasses, tissues, or pills. $1.25 ea., two for $2.25. Dunkel & Sons, 33-H Newkirk Plaza, Brooklyn 26, N. Y.



---

**THE DEEP BLUE SEA** never cast ashore anything as fetching as this gay little mermaid trio. Their spirits won't be dampened even at the bottom of your goldfish bowl, or they will be real Loreleis on your knick-knack shelf. Their flirty tails have a green fish-scale sparkle, and they wear pastel flowers above. Set $1.50. Edward Ziff, Box 3072, Merchandise Mart Plaza, Chicago 54, Ill.



---

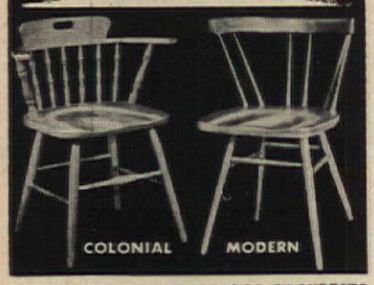
## DIRECT FROM FACTORY!

SOLID BIRCH OR MAPLE!

*Captain's Chairs*

FULLY ASSEMBLED • READY-TO-PAINT

**2 for $15.95**




**SADDLE SEATS • BENT WOOD BACKRESTS**

The finest glue and dowel construction for a full lifetime of comfort and service. Smart clean lines that make them at home in any room. **Solid birch or maple** sanded silky smooth ready for you to paint, stain or lacquer. These chairs are **full size**—seat 17"x16½", overall height 28½". **Minimum order, 2 chairs.**

**PROMPT DELIVERY**—shpg. chgs. collect. **Send check or money-order. Sorry no C.O.D.'s.**

**MONEY BACK GUARANTEE.**

Complete instructions on "How to Finish Unpainted Furniture" sent **FREE** with each order. Ask for our beautifully illustrated catalog.

VISIT OUR SHOWROOMS

*Makers of Fine Chairs Since 1851*

**MEADOWBROOK INDUSTRIES**

Dept. 1017, 126 E. Sunrise H'way, Merrick, L.I., N.Y.

---

## SAVE UP TO 50% AND MORE

OUT OF PAWN

Diamonds from Estates, Banks, Unredeemed Pledges

**GENUINE DIAMONDS**

Values from $10 to $10,000

SEND FOR **FREE CATALOG**

All diamonds reset in brand new modern mountings. Sold with a written iron-clad money back guarantee. Over 100,000 satisfied customers bought diamonds from Berman's. Our reference —your own bank or any mercantile agency.

**Berman's Diamond Loan Bank**

Dept. AH— BERMAN BLDG., BALTIMORE 1, MD.

---



## PERSONALIZED KEY KNIFE

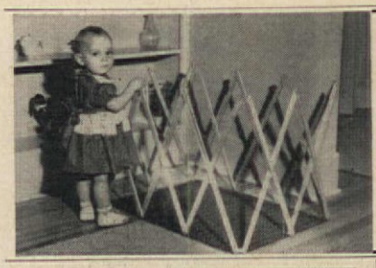
Handy jewel-like knife designed as a key to nest right with your ever-present keys, less than 2" long. Made of stainless steel, personalized with initial of your choice. Leather gift case and bead chain included. $1.00; 3 for $2.75; 6 for $5.00; 12 for $9 ppd.

Send for HOLIDAY GIFT CATALOG

Free! big holiday gift catalog. Write for yours today!

CAROL BEATTY
405 Beatty Building
Los Angeles 46, Calif.

---



## NO MORE BAD BURNS

This Floor Furnace Baby Guard protects child from painful burns caused by stepping, crawling or falling on the hot grill. Sturdily built with fine hard wood. Attaches firmly with spring hooks to grill, expands to fit any size. Folds compactly to store. **$3.95** ppd.

**DITSON MFG. CO.**

Box 8556, Dept. AH, Dallas 16, Texas

---



OUR EXTRA SPECIAL INTRODUCTORY OFFER

**$9.95**

—seats three adults for TV or Fireside, or Coffee Table. 2" selected N. H. White Pine, 12" x 48", Ht. 13½", Flared Legs, Fluted Edges, rich graining, hand-rubbed, old Pine finish. Chair height bench 17½"—**$12.45**. Express Charges Collect

Send Check—No C.O.D.'s—Free Catalog

**GREENFIELD INDUSTRIES**

52 Forest Road GREENFIELD, N. H.

---

## Do You Make These Mistakes in English?

MANY persons say "between you and I"—use "who" for "whom"—don't know whether to use one or two "e's" or "m's" or "r's." Every time you speak or write you show what you are. A command of effective English brings you added advantages, better opportunities.

You can improve your English through Sherwin Cody's 100% self-correcting invention. If you are ever embarrassed by mistakes in grammar, spelling, punctuation, or pronunciation, write for FREE book "How You Can Master Good English in 15 Minutes a Day." No obligation. **SHERWIN CODY COURSE IN ENGLISH, 17510 Central Drive, Port Washington, N. Y.** (No salesman will call upon you).

---

## SEND FOR FREE CATALOG



**REMODEL YOUR OLD FURS**

Into a New Cape or Stole. Tax Free. **22.95**

Free Mink Bracelet with remodel

We are celebrating our tenth anniversary of specializing in Lusterizing, Redyeing and Remodeling which includes New Lining, Interlining and Free Monogram. Mail your old fur coat, include dress size and height. Pay postman $22.95 plus postage upon completion. Three week delivery. All work guaranteed.

New Fall Fashions

**LLOYD'S FUR STUDIOS, Inc.**

276 Trumbull St., Dept. AH-19, Hartford, Conn.

---

## DOLLS



48 pages filled with every kind of doll.

FREE CATALOG

Shown: Jennie June

*Old fashioned china doll*

Kit: decorated parts, patterns for clothes and body. 15" $3.65 ea.

**MARK FARMER CO.**

Box 573A7

El Cerrito, California

---

## EXTRA LARGE — MATCHED PAIR

FIGHTING COCKS Wall Plaques

SIZE, PAIR 20" x 36"

UNIQUE, EYE-CATCHING BRIGHTEN WALLS



Deep-molded for 3-dimensional hand-carved effect. Sturdy cast aluminum. Made from exquisite original wood carvings. Choice of finish — Black, or Gold, or Copper, or Decorated Black. Money-Back Guarantee. No C.O.D.'s, please. Per pair $10.95 Postpaid.

**Mission Metalcrafts, P.O. Box 964, Mission Kan.**

---

## personal photo CHRISTMAS CARDS

80% LARGER PICTURE AREA

BIG 4¼ x 5½ inch Cards



envelopes included

**25 for $1.00**

plus 35c shipping

FREE SAMPLE

*Limited Trial Offer . . . 1 order (25 cards) to customer.* Send us your snapshot negative and we'll make up a free sample of our rich-looking, personalized Christmas Greeting Card with a LARGE picture. Please include 6c in stamps for handling. Negative returned with sample, plus illustrated folder with other styles & prices. If without negative, send photo and 50c for new negative. No obligation. Write today. FREE GIFT IF ORDER IS RECEIVED BY NOV. 15th.

**KLEER-VUE FILM SERVICE**

P.O. BOX 6364 R • PHILADELPHIA 39, PA.

---

## LIVING FENCE



### AMAZING FAST-GROWING EVER-BLOOMING ROSE HEDGE

Featured in leading magazines! Red Robin Living Fence (*Gloire Des Rosomanes*) surrounds your property with beauty and protection. Enhances its value. Keeps children and pets in greater safety. Plant THIS FALL, in a few short months have a vigorous LIVING FENCE bursting with fragrant red roses. Grows to 6 feet; less if desired. Keeps out intruders, noise. Costs as little as 12¢ PER FOOT! Grows rapidly, even in poor soil, banishes upkeep. Mends itself, paints itself month after month with fragrant red roses. Thousands in use for homes, estates. Not available elsewhere. Write for FREE full-color book today.

**GINDEN NURSERY COMPANY**

100-10 El Camino, San Bruno, Calif.

---



Mrs. Bernard F. Huntington
2830 W. Shadowlane Rd.
Round Meadow Plaza
Bremerton, Washington

## 1000 Name & Address Labels $1

**Special Xmas Offer**

**Any 3 different orders $2 ppd.**

Sensational bargain! Your name and address handsomely printed on 1000 finest quality gummed labels. Padded —packed with **FREE**, useful Plastic **GIFT BOX.** Personalize stationery, checks, books, cards, records, etc. *Beautifully printed* on finest quality gummed paper—*1000 only $1.* **SPECIAL XMAS OFFER—ANY 3 DIFFERENT ORDERS $2.** Makes an ideal gift. *Satisfaction guaranteed* or your money back.

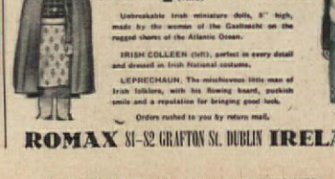
HANDY LABELS, 1001-A Jasperson Bldg., Culver City 1, California

---

## Hand made Irish Dolls

**YOURS** *DIRECT FROM* **IRELAND**

FOR ONLY 1 EACH (U.S. DUTY FREE) PLUS 25c POSTAGE



Unbreakable Irish miniature dolls, 8" high, made by the women of the Gaeltacht on the rugged shores of the Atlantic Ocean.

IRISH COLLEEN (left), perfect in every detail and dressed in Irish National costume.

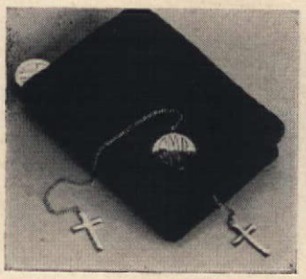
LEPRECHAUN. The mischievous little man of Irish folklore, with his flowing beard, puckish smile and a reputation for bringing good luck.

Orders rushed to you by return mail.

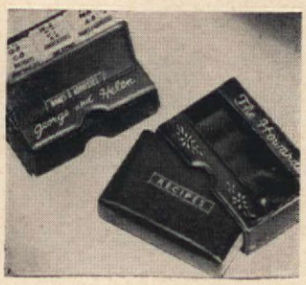
**ROMAX** 81-82 GRAFTON St. DUBLIN **IRELAND**



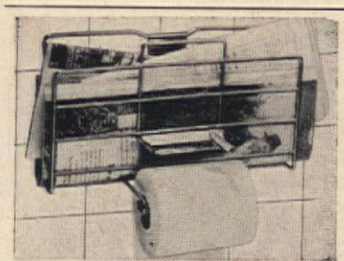
**GENIE NOT INCLUDED.** You don't have to rub this moss-rose-sprigged white china *Aladdin's Lamp* to get your wish if you're wishing for a quaint accessory for your favorite tilt-top table. A real oil lamp just 8" high, it has brass fittings, a partly frosted fluted chimney, and will happily rise to the occasion if the electricity fails. $2.29. Agnestrong, 120 Pearl Street, New York 5, N.Y.



**PERSONALIZED BIBLE MARKER** is a thoughtful and reverent gift that will be greatly appreciated by those whose daily lives include a reading of the Bible. In either gold or silver plate, it is beautifully polished and engraved with a 2- or 3-letter monogram. (Underline letter of last name.) The fine chain will not mar the pages. $1.50. Zenith Gifts, 107-K Post Office Bldg., Brighton, Mass.



**HOME FILES** for addresses or recipes (specify) are washable leatherette. So compact, take them along when you need addresses for your postcards or want to trade recipes, or use them at home. Each will take over 100 3x5" cards, comes with appropriate index guides. Red or turquoise. With personalization, $1.98 each. Plain, $1.59. Hobi, Dept. AH6, Flushing 52, New York.



**Useful Idea for Tidy Bathrooms!**

## BATHROOM CADDY

Why not make yourself really comfortable? Besides providing an ash tray and a holder for toilet tissue, helpful Caddy has plenty of space in the magazine rack for newspapers, magazines, comic books. Chrome-plated steel, 7¾" x 12½". Easy to install; no nails, no screws, no holes to drill! **$2.98.** Without tissue holder—**$2.79.** Prompt postpaid delivery. Ask for Free Gift Catalog, too!

**MEREDITH'S** EVANSTON 3, ILLINOIS



**WOODLAND BEAUTY—**

Artistic arrangement of dried grasses, small pods, miniature strawflowers, berries. For end table, curio shelf, desk. Unusual gift! Measures 8" high, 8" wide. **$2.50** plus 25¢ postage. Imported brass base, $1.25 extra.

**PAPPAS FLOWERS** SUBURBAN STATION, PHILA. 3, PA.

*Imported Porcelain*

## RICE BOWL SET only $1.50



Lovely, decorative—use as nut, candy, snack dishes—or as planters. Two designs: Phoenix Bird or Oriental Scene. (Specify which.) Each bowl on black wood stand. Set (including bowl and stand) only $1.50 ppd.

**FREE** —Big Catalog of 1000 Gifts

**Daniel Low's**

Salem 23, Mass.

**OLD TIME HAND TURNED NEW ENGLAND**

## BUTTER TUB TABLE

Stores Knitting, Sewing, Games



A beautiful piece of furniture! Genuine old fashioned 30 lb. butter tub, hand turned and finished by old time N.E. craftsmen. Authentic Old Maple finish. Full 22" high, 14" diameter, room for knitting, sewing, games. Hinged cover; oak handle for easy "toting". Only **$9.95**, ppd. (Please add 75¢ W. of Miss. R.) *Money Back if you're not thrilled.*

ONLY $9.95 postpaid

**PUDDIN' HOLLER, Box 7AP10 East Swanzey, New Hampshire**

*Monroe* **FOLDING BANQUET TABLES**

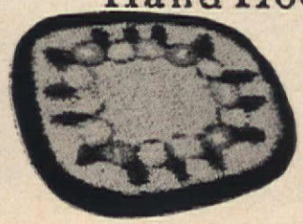


Factory prices and discounts to churches, schools, clubs, etc. Write for Catalog of Tables, Chairs, Trucks.

Kitchen committees, social and recreational groups, you will be interested in this modern Folding Banquet Table. America's greatest line.

Monroe Co., 112 Church St., Colfax, Iowa

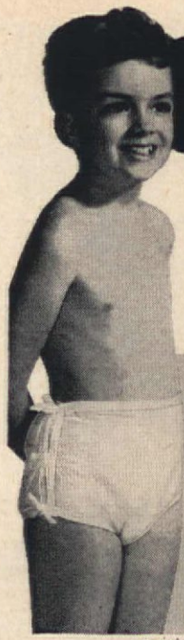
## Hand Hooked Chair Seats



in *Wedding Band* pattern. Handmade, so no two are identical. All have beige background and rosy ring of multi-colored flowers, but you may specify mainly green, red or blue. 14" wide. **$2.89** ea. Sets of four **$10.25**; six, **$14.95**; eight, **$19.50**; Ppd., guaranteed.

*Ask for our Catalogue, just 25¢*

STURBRIDGE YANKEE WORKSHOP
*the Nation's Center for Early American*
407 Brimfield Turnpike, Sturbridge, Mass.



## PROTECT YOUR CHILD FROM WET BEDS WITH

## STAYDRY* PANTIES

**Keep your child safe from the psychological disturbances caused by wet beds. Give your child the security of waking up in a dry bed. This patented all-in-one panty is day and night protection—safeguards against wet clothes and bedding.**

**STAYDRY Panties are comfortable and form fitting — without pins or buttons to cause discomfort — may be worn invisibly under clothes. They contain highly absorbent material with tested waterproof outer covering of fine, non-toxic, soft plastic. Washable—may even be boiled and bleached.**

**ECONOMICAL STAYDRY saves you time and money. Frees you of mess and fuss — of the useless expense of rubber sheets, extra sheets and enormous laundry bills.**

**DOCTOR APPROVED! STAYDRY is recommended by many leading doctors as the perfect solution to this distressing problem.**

**PERFECT FOR INVALIDS—wonderful for adults with this distressing problem.**

*Reg. U. S. Pat.

**Infants:**
Med., Large .....$1.69
Extra Large .....$1.98

**Childrens & Adults:**

WAIST SIZES
18, 20, 22 .....$2.98
24, 26, 28 .....$3.98
30, 32, 34 .....$4.98
36, 38, 40 .....$5.98

**Larger sizes made to order. Give exact waist size in inches.**

in Canada:
TREBLIS CO., 21 King St., East Toronto, Ontario

**JOLAN SALES CO.**
104 Fostertown Rd., Newburgh, N.Y.

***Money Back Guarantee in 10 Days***

***Free Booklet on Bedwetting***

**$1.69 and up**

COMMENDED BY THE PARENTS' MAGAZINE

Guaranteed by Good Housekeeping

Jolan Sales Co. Tel: 1288
104 Fostertown Road, Newburgh, N. Y.

Please send me_____STAYDRY Panties
Waist Size_____Total Price_____
☐ C.O.D. ☐ CHECK ☐ M.O.

NAME_____

ADDRESS_____

CITY_____STATE_____



**MINK POMPON S-T-R-E-T-C-H SLIPPERS . . $1.95** pr. with golden initial. Luxurious washable stretch Helanca yarn fits all sizes from 3 to 10. Black, White, Red, Pink, Blue...**$1.95**, 3pr.**$5.50** (No COD's) **OLD PUEBLO TRADERS, Box 4035, Dept. AM, Tucson, Ariz.**

## DEACON'S BENCH



All the charm of Old Colonial Vermont is captured in this quality, custom-built reproduction. Seat is hand-scooped by master craftsmen from sturdy New England Pine. Legs and back are of hardwood. **48½" long, 32" high, seat 15" deep.** Finished in light or dark pine or antique maple, **$39.95.** Delicately trimmed in black and gold with hand stenciling, **$44.95.** Also available unfinished, **$29.95.** Also available in 60" size at **$34.95** unfinished. Express Collect.

**Templeton Craftsmen, Dept. 407, Templeton, Mass.**

## *Personal* PHOTO CHRISTMAS CARDS

including envelopes
FROM YOUR OWN NEGATIVE




**25 for $1.00** PLUS 35c SHIPPING

COMMENDED BY THE PARENTS' MAGAZINE

FREE SAMPLE CARD

**LIMITED TRIAL OFFER**

**limit 25 cards per customer**

Send negative (and 3¢ stamp) of your baby, home, family, etc. for FREE 4¼ x 5½ deluxe sample card. Neg. returned with FREE sample and style booklet. (New neg. from photo, add 50¢.) See before you buy! EXTRA FREE GIFTS with orders postmarked by Nov. 15. Satisfaction Guaranteed!

**Roy Photo Service, GPO Box 644, Dept. A10, N.Y. 1**

## CHRISTMAS SPECIAL!

## Baby's First Shoes

## Bronze-Plated in Solid Metal

Limited time only! Baby's precious shoes gorgeously plated in SOLID METAL for only $3.98 pair. Don't confuse this offer of genuine lifetime BRONZE-PLATING with painted imitations. 100% Money-back guarantee. Also all-metal Portrait Stands (shown at right) ashtrays, bookends, TV lamps at great savings. The perfect Christmas Gift for Dad or Grandparents. SEND NO MONEY! Rush name and address today for full details, money-saving certificate and handy mailing sack. Write TODAY!

Only $3.98 a pair

COMMENDED BY THE PARENTS' MAGAZINE



**AMERICAN BRONZING CO., Box 6504-D, Bexley, Ohio**

# RELAX IN LUXURY | SOLD ONLY BY MAIL

**Handcrafted Deerskin**
## Deer-Mocs®
**ORIGINAL AND GENUINE**

*truly a distinctive and UNUSUAL GIFT*

Matching pairs for "him" & "her"

Velvet soft, premium quality natural tan Western deerskin handcrafted into foot flattery and the ultimate in foot comfort. These slippers mold to your feet for a perfect fit...easy on and off, yet hug your feet when you walk... fold for traveling. *Hand washable!* Imitated but never duplicated.



Thick foam rubber insole assures the ultimate in foot comfort.

Give men's or women's regular shoe size.

**$8.95** postpaid per pair

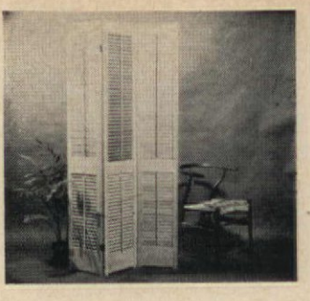
Fit, satisfaction guaranteed.

**Send for FREE 64-page Gift Catalog**
featuring leather shirts, exclusive clothing and equipment for sports and country living.

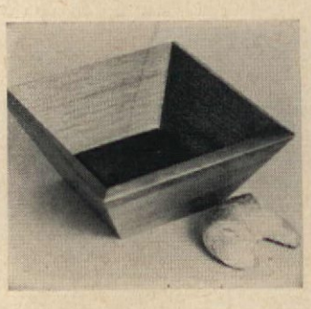
**Norm Thompson**
**Dept. 1L • 1311 N. W. 21st, Portland 9, Ore.**

---

**TALENTED SCREEN STAR** can play the role of hiding a kitchenette, creating a dining area, or extending a wall. Three panels with movable louvers to adjust for light and ventilation come assembled, ready to paint or varnish. It stands 6′ tall, is 3′ wide overall, has double-action hinges. $30 exp. chgs. collect. (20 lbs.) Manor House Shutters, Dept. A-1, 21 Maple Place, Freeport, N.Y.



**A REAL BRICK** square which retains heat fits into the bottom of this beautifully grained 10″ square butternut bowl to keep buns and rolls hot. Put it in the oven while dinner is cooking, then replace it in bowl on top of asbestos mat provided, pop the hot rolls in and cover with a napkin. They'll stay hot through dinner. $4.75. New Hampton Gen. Store, Dept. AH, Hampton 2, N.J.



**GRIPPING CASE.** A man who wears glasses may be tempted to make passes at a smart gal who gives him a Clip-On Eyeglass Case which stays clipped to his pocket even when he bends over to retrieve a golf ball or pick up her hankie. It also clips to the car visor or his belt, has room for pen and pencil, too. Tan calfskin. $1.50. Nancy Norman, 107K-422 Washington St., Brighton, Mass.



---

## FREE CATALOG!




## 1,000 GIFTS
**FROM ALL OVER THE WORLD**

All new 106 page catalog, jam packed with exciting "oh-so-different" gifts. Housewares, toys, gifts, for everyone, for every occasion . . . many not found in stores.



*Gifts Galore You Never Saw Before!*

What fun to shop with no parking problems, no shoving, no crowds. Shop from your arm-chair. It's like having the world's largest gift department store at your fingertips. Everything delivered promptly to your door. Satisfaction guaranteed.

WRITE FOR FREE CATALOG TODAY

**BANCROFT'S** 2170 So. Canalport Avenue, Dept. AH-997, Chicago 8, Ill.

---



COMPLETE OR IN EASY 1-HR. KITS

## SWIVEL CAPTAIN'S STOOL
*Sturdy, Concealed Ball Bearing Swivel*

Now—a swivel stool styled for the home. For drink or food bar, counter, work table, office, etc. Large contoured seat, wide form-fitting back in thick knotty pine. Legs and rungs hardwood. Rungs just right height for young or old. Ideal child's chair (leg turnings easily shortened as child grows). Finest handcrafted quality. In mellow honey-tone knotty pine or lovely maple finish. Seat ht. 30 in. or 24 in. (specify)

**Only $16.95**

**COMPLETE KIT**—for easy assembly. Fitted, drilled, sanded, etc., simple instructions.

**Only $11.95**

*Shipping charges collect.*

**NOW—Large catalog of Finished and Kit Furniture and Wall Racks . . . Friendly Pine. Send 10¢, coin or stamps.**

Immediate Delivery
*No C.O.D.'s*
*Money Back Guarantee*

**Y'ELD HOUSE**
**Dept. A10-7, No. Conway, N.H.**

---

## GIANT SET OF INDOOR GAMES



New—clever—tremendous value! Fascinating, absorbing, loads of fun. Set them up on floor or table top—children LOVE them (so do adults). 12 complete games—Miniature Golf . . . complete 9 hole course—greens, flags, balls, etc. Miniature Croquet—wickets, goal posts, mallets balls. Bowling—alley layout—balls & pins. Badminton—raquets, shuttles. Horse shoes—stakes & shoes. Shuffle Board—court layout, cues & discs. Plus a complete checkers and chess outfit with board. At least 4 other games can be played. Simple instructions for every game. Worth much more than this low price . . . **only $2.00 for the full 105 piece set, postpaid.** Insured & guaranteed. Order Now. TRI-UNITED MFG., INC., 104 Russa St., Dept. IH-1, Linden, New Jersey.

---



## SAVE MONEY

with this enchanting handcarved and handpainted Tyrolean Coin Bank, 5" high, $2.35 ppd. same, with Music Box, plays tune with every coin. $6.00 ppd.

Beautiful **COSTUME DOLL**—arms and legs movable, made by German Dollmakers, 6" high, *Free Gift Catalog* $1.75 ppd.

*Hildegarde Studios, Dept. AH*
597 Farmington Ave., Hartford 5, Conn.

---

## BURN TRASH OUTDOORS



Safe—convenient—thrifty. Ends burning, flying ash, minimizes smoke, smell—burns damp, dry, green refuse to fine ash in any weather. Safe without watching. Made of rust-resistant aluminum bonded to steel. Approved by fire depts. 2-bushel Model A (21½" x 27")—**$14.95** postpaid. Guaranteed. Larger and stainless models available.

**ALSTO COMPANY**
Dept. AH-10, 4007 Detroit Ave., Cleveland 13, O.

---



## BABY'S *first* worldly possession

What a wonderful idea! Now you can have a cherished memento of that happy day. Baby's hospital identification beads, necklace or plastic band . . . yours to treasure forever this lovely permanent way. Just send them to us. We'll embed them in a sparkling 3" square lucite paperweight with baby's full name and birth date in gold script. Delightful accessory for now and for always . . . a charmingly different gift for the new Mother.

**Just $4.95 postpaid**
*C.O.D.'s accepted*
*Your precious memento returned to you via insured mail.*

***Keepsake Shops*** Union City 27, N. J.

---



## NO MORE SCUFFED HEELS!—$1

Now you can drive in your fanciest shoes without fear of scuffing. Self-adhering soft foam pad is easy to install—just press it against the gas pedal in your car—that's all! Gives complete foot-driving comfort; reduces driving fatigue. A boon to short drivers . . . brings the gas pedal closer. You can even drive barefoot safely. Saves floor mats from wearing, too! *Guaranteed to please or your money back!* Only $1, postage paid. Order FOOT EASE CUSHION from **SUNSET HOUSE, 1621 Sunset Building, Hollywood 46, California.**

---

## NEW HANDY APPLE SLICER



Enables you simultaneously, with one cut, to remove the core of an apple or pear and divide it into 14 beautifully appetizing slices. Has shiny sharp stainless blades, sturdy handles . . . Easy to use. Satisfaction guaranteed. Order #K 344.

**$1.98 each; 2 for $3.75 Postpaid**

*Send for New, Free Catalog of Unusual Items.*

**DOWNS & CO., Dept. 3692, Evanston, Ill.**

---



## TITANIA

*the most BRILLIANT gem stone on Earth!*—says the Saturday Evening POST & READER'S DIGEST about this amazing man-made miracle!

Unset "Titania" gems, 1 to 5 carats, for your own rings, brooches, etc. Per carat ONLY **$10***



1 carat "Titania" Solitaire set in a beautiful 14 kt. gold mounting. Complete ONLY **$22.50***

1 carat "Titania" set in a Masculine box style 14 kt. mounting. Complete ONLY **$28.50***

*Regent (Synth.) Star Rubies and Sapphires at proportionately low prices.*

**FREE booklet and handy Ring-Size Chart**
*Plus 10% Federal tax

**REGENT** 10 Day Money-Back Guarantee **LAPIDARY CO.**
Dept. AH-50, 511 East 12 St., New York 9, N. Y.

---

## IMPORTED TULIPS
**100 BULBS $1.98**
**12 French Snowdrops Free of Extra Cost**




Final offer for fall planting. 100 healthy hardy medium size planting stock tulip bulbs, imported from Denmark . . . a wonderful rainbow mixture of blazing colors . . . only $1.98 with 12 early spring blooming white French Snowdrops free of extra cost. 200 Tulips with 24 Snowdrops only $3.79. Satisfaction guaranteed or return for purchase price refund. Guaranteed to give many blooms first season, full normal bloom 2nd season and for 5 years or replacement free. If C.O.D. postage extra. Cash orders add 35¢ and we ship postage paid. A great bargain. Order today. **Michigan Bulb Co., Dept. ME-1402, Grand Rapids 2, Mich.**

---

## Make Extra Money At Home!




**INVISIBLE MENDING**

Pays up to $10 in an Hour Be the invisible mending (re-weaving) expert in your community. Make cuts, burns, moth holes, tears in dresses, suits, all fabrics DISAPPEAR! Do it at home—in spare time. Big demand from cleaners, laundries, homes. Up to $10 for a single hour's work reported. Write FABRICON CO., Dept. 5410 6238 Broadway Chicago 40, Ill.

---

## *Gift Ideas!* . . .

**Write for your Free Copy of our Exciting New Catalog with Hundreds of Unusual Ideas in Gifts, Imports, Toys and Housewares!**

*Miles Kimball*
**230 Bond St., Oshkosh, Wis.**



**NOT HARD TO SWALLOW.** These swallows are hand-carved of genuine black ebony, the world's hardest wood, by the famous Akama tribe of Kenya, Africa. You will be amazed at how much their graceful beauty can add to a wall, and give a wonderful feeling of swift flight. Each is 7" long. The pair. $1.50. Shopping International. Dept. AH, 65 Court St., White Plains, N. Y.



**WELL-LETTERED INDIVIDUALS.** Monogrammed snack trays make food in the hand much less of a juggling act; no home should be without them. They are cheap insurance against rings and smudges on your good table tops. Maroon with gold initial and gold leaf design around rim. Set of 8 is $2. Martha Schiller. Dept. M-152, 180 No. Wacker Drive, Chicago 6, Ill.



**FLUORESCENT GROWING LAMP** for house plants provides the controlled sunny environment they thrive on. African Violets will grow happily from leaf cutting to full bloom under one attractive setting. 14" high with a plant area 18x28", choose top in dark leaf green or wrought iron black. Legs are aluminum. One fluorescent tube included. $12.75. Craft House 71, Wilson, N.Y.


# "Slow Drain" Plight?



# use PLUMITE

**Works fast . . . without choky fumes!**

Just pour a little Plumite down the drain, turn on the hot water and *whoosh*—all those germ-breeding particles that clog the drains are washed away. Your drains are left clean and free-flowing. Keep them that way with weekly doses of Plumite to prevent drainpipe clogging. *Safe for use in drains with septic tanks.* Get Plumite at your grocer's today.

**Guaranteed Simoniz Quality**






**MINIATURE "HORNS OF PLENTY" MAKE HOLIDAY TABLES FESTIVE**

Not only different decorations, but fun guest-gifts placed at each plate! They're tiny woven bamboo cornucopias, imported from Hong Kong, just the right size—2¼" front opening, about 4" long—for out-of-the-ordinary table arrangements. Fill with colorful flowers, bright small fruit, mints, nuts—or you name it. Special prices on quantity orders. Set of 8 Only **$1.95** postpaid.

*Send for free gift catalog*

**ARTISAN GALLERIES**
**2100-D10 N. Haskell, Dallas 4, Texas**




**SKIERS!** IDENTIFY YOUR SKIS AT A GLANCE

Your full name engraved on two (Satin-finish) Stainless Steel plates, ½" wide by 2" long. Use on snow or water skis. Screws included for WOOD SKIS ONLY. **$1.65 each pair,** postpaid. No C.O.D.'s please! **GIFT ENGRAVERS, 6349 N. Fairfield, Dept. AH-2, Chicago 45, Ill.**

**FORCES You to Save**

**$100.00 a Year Automatically**

***For Home, Car, Gifts, Vacations, etc.***



Get Perpetual Date & Amount Banks. 25¢ a day keeps date up to date. Also totals amount saved. Forces you to save daily, or Calendar date won't change. Use year after year. Reg. $3.50. Now only $1.99 each; 3 for $5.75 ppd. Personalized with Gold finish Initials, $2.99; 2 for $5.50; 4 for $10.00. Send to LEE-CRAFT. Dept. AH, 300 Albany Ave., Brooklyn 13, N.Y.




• Colonial Pine Furniture • Braided Rugs • Early Colored Glass • Hand Blown Bottles • Bells • Pewter • Copper Pots and Kettles • Dinnerware • China • Sconces • Hanging Lamps • Cupolas • Early Thumb Latches • HL and Strap Hinges • Outdoor Colonial Lanterns • Chandeliers • Pine Spoon Racks • Boot Scrapers • Weathervanes • Andirons • Fire Tools • Shelves • Trivets • Candle Holders • Snuffers • Plant Brackets • Hooks • Switch Plates • And everything else you ever heard of!



**Old Guilford Forge**
**108 Broad Street, Guilford, Conn.**
*Foremost in Early American Reproductions*

SEND 25¢ FOR ILLUSTRATED CATALOG

***Personal* PHOTO Christmas Cards**

**including envelopes**

**25 for $1**

plus 35¢ shipping, from your own negative




**LIMITED TRIAL OFFER 1 order per customer**

**FREE SAMPLE** Just send snapshot negative (of child, family, home, pet, etc.) for free sample, rich, handsome, embossed DeLuxe Yulecard, from world's largest producer. Please include 6¢ stamps for handling (after Dec. 1, 10¢). Negative returned with sample and illustrated style and price folder. (If without negative, send photo and 50¢ for new negative.) See before you buy. No obligation. Satisfaction guaranteed. Write today.

**YULECARDS®, Dept. 3, Quincy 69, Mass.** *T.M. Reg.

*The Old* **WHIP SHOP**

**FOR GIFTS OF DISTINCTION**

***Send for Your FREE* GIFT CATALOG**

See interesting, unusual gifts from the far corners of the world: all moderately priced, many unavailable in stores. Your selections are attractively wrapped and shipped promptly, satisfaction guaranteed. Plan now to shop in comfort—at the Old Whip Shop. Write today for your catalog • to 512 Elm St., Westfield, Mass.




**Your Address Labels, 1000—$1.** ANY MESSAGE UP TO 4 LINES neatly printed in black on white, gilt edged gummed paper 1⅛ in. long. Packed with 3 in. PLASTIC BOX and padded in books for easy handling. WE TELL YOU OUR SIZES. Use on checks, lunches, books, letters, phono records. 1000 for $1 ppd. Any 5 or more orders, 80¢ each; any 10, 75¢ ea.; any 25 or more, 60¢ each. Great for gifts. Add 18¢ per order for airmail. Guaranteed to please. Prompt delivery. Bruce Bolind, 100 Bolind Bldg., Montrose 43, Calif.



**PUT YOUR HAIR UP FAST!—$1**

Perfect curls every time when you set your hair with new AUTOMATIC PIN CURLER. *It even inserts bobby pins automatically.* Amazing! Put up your hair in seconds . . . takes half the time. Makes either flat or stand-up curls Just a quick twist of the cap, and curl is close to head . . . *that's all there is to it!* Fast and easy for everyday use. *Guaranteed to do the job better or your money back!* Only $1, postage paid. Order AUTOMATIC PIN CURLER from **SUNSET HOUSE, 1616 Sunset Building, Hollywood 46, California.**

# DON'T CLIMB STAIRS

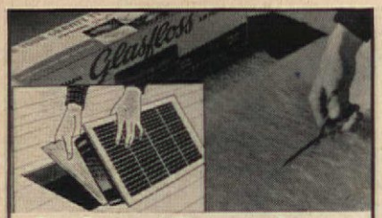
RELAX...RIDE A
**SEDGWICK "STAIR-CHAIR®"**

The Sedgwick Stair-Chair serves those who cannot or should not climb stairs. You ride safely, effortlessly up or down, simply by the push of a button. Time-tested, easily installed, recommended by Doctors. Nation-wide service. Costs $1400 or less (installed N. Y. C.) . . . and well worth it!

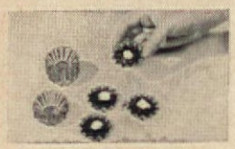


**WRITE FOR FREE ILLUSTRATED BOOKLET**

**Sedgwick**
MACHINE WORKS
Established 1892
273 West 14th Street, New York 11
*Other Sedgwick Products*
RESIDENCE ELEVATORS • DUMB WAITERS
SIDEWALK ELEVATORS • FREIGHT WAITERS




**Stop Dust and Dirt at the Register**
With new Glasfloss disposable filter pads. Have a cleaner, healthier home and reduce unsightly wall stains! Spun glass pads stop dirt but do not interfere with warm air heating system. Simply cut to fit. Order No. 9276-6, Glasfloss (3 ft. x 3 ft. 4") $2.49 by mail, postpaid.



**Ebba's Swedish Forms and Recipes**

For baking Swedish sandbakelser, tarts and cookies and for preparing attractive, delicious hors d'oeuvres, this set was brought to our shores by a Swedish housewife. There are 30 aluminum forms 2" across and ¾" high in the set. Order No. 7111-6, Ebba's Forms, 1 set $2.00 postpaid.

Write For Free Gift Catalog!

*Miles Kimball*
277 Bond St., Oshkosh, Wis.



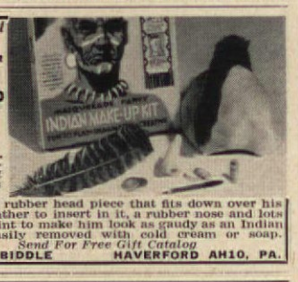
AN **OLD TIME VALUE** $7.75
EARLY AMERICAN LADDER BACK CHAIR
*(direct from workshop to you)*

An incredible price for a ladder back chair which features such hand workmanship, such built-in value, such a beautiful hand-woven fibre rush seat. Hand-made of solid native hardwood for generations of use. Here is the lowest-priced chair with this desirable seat. Fully assembled and ready to use. $7.75 unpainted. $8.75 in natural finish. $10.50 in mahogany, maple, walnut, cherry or pine finish. Minimum order is two. Express charges collect. Write for FREE catalog. Satisfaction unconditionally guaranteed. Quick delivery. Send check or money order.

Height 42" Seat 17½" w., 14"d., 17½"h.

*Jeff Elliot Craftsmen*
Dept. A-107, STATESVILLE, NORTH CAROLINA

*Wonderful For Halloween*
**INDIAN MAKE-UP KIT**
$1.95 Ppd.
*Pa. Residents Add 2% Sales Tax.*




There's a rubber head piece that fits down over his hair, a feather to insert in it, a rubber nose and lots of war paint to make him look as gaudy as an Indian Chief. Easily removed with cold cream or soap.
*Send For Free Gift Catalog*
PAGE & BIDDLE HAVERFORD AH10, PA.

**MAGIC PHONOGRAPH**



A big thrill for the little ones. A real hand operated phonograph of their very own. The special unbreakable record tells seven popular nursery rhymes and the accompanying coloring book illustrates the story. Simple to operate. A cute'n clever gift—perfectly safe. Keeps youngsters fascinated for hours. Complete, ready to play—only $1.50 postpaid. Satisfaction guaranteed. Sold exclusively by mail. Order Now—while supply lasts. TRI-UNITED MFG., INC., 104 Hussa St., Dept. PH-1, Linden, New Jersey.



**BUILD** *BETTER FOR LESS WITH PROVED* **HOME PLANS**
**Choose Yours from Books Filled With Successful Plans**

Each book is a rewarding library of unusually successful home plans, all styles and sizes, and exciting building ideas. Builder-proved blueprints are available for each plan at low-low cost.

**Hillside Homes**—70 exciting plans .....$1
**Family Room Homes**—144 exclusive plans....$1
**New Trends In Selected Homes**—260 plans ...$1
**Block Masonry Homes**—225 plans with beauty..$1

*Any 3 Books only* **$2**

Send today... Orders rushed you by return mail.

**HOME BUILDING PLAN SERVICE**
STUDIO A, 2454 N. E. Sandy Blvd.
Portland 12, Oregon



# 7 LUCKY GODS-$1

Good fortune symbols of Long Life, Wisdom, Health and Happiness, Prosperity, Farming, Fishing and Beauty. Legendary figurines from the mysterious Orient in fine detail. 1½" tall in antiqued mock ivory. Story of the gods included. Exciting to own and give. All 7 postpaid just $1.

**GREENLAND STUDIOS, Dept. A-10**
**5858 FORBES • PITTSBURGH 17, PA.**

**PADDLE POOL**



***EXCITING NEW ACTION GAME!***

Hilarious fun guaranteed or your money back! Lots of action, thrills, excitement, mild exercise. Wonderful year 'round entertainment for children—adults too! A grand party game. Play singles or doubles, on table or floor, indoors or out. Proven gift hit! Easy to store. Durable hardboard playing field, varnished wood frame. 27½"x47½". Prepaid anywhere in U.S., $10.95. (Wash. res. add sales tax.) Send check or M.O. today to

**HOWARD MFG. CO., Dept. A-10, Kent, Wash.**

***EXCITING GIFT IDEA!***

**TV "DIAL-IT" SALT & PEPPER SET**—If it weren't so petite, you'd swear it's a real tv set. But turn the set "on"; up pops the salt-shaker, up pops the pepper-shaker, right out of the cabinet-top. After you use them, turn the set "off", and the shakers slide back flush with the top. You can insert a photo in the screen for a completely personalized set. Comes in attractive gift box. Send for free catalogue of many wonderful new novelty and gift ideas for you! EVERGREEN STUDIOS, Dept. 200, Box 846, Chicago 42, Ill.



$1.25 each
No C.O.D.'s please



**MATCHING DEERSKIN**

Clutch bag and four-button gantlet gloves — heavenly twins of identical natural deerskin in a luscious creamy shade that goes with everything — so soft, so smooth, so lovely to wear. 116, Bag, 7.95. 122. Gloves, 6 to 8 in half sizes. 6.95. Add 25c each for shipping. Send for our latest catalog, ready now.

**THE VERMONT CROSSROADS STORE**
**Waterbury 2, Vermont**

**GLOUCESTER SPOON RACK** comes in kit form, and its cost is a small price to pay for the pride of being able to say "I made it myself." Inspired by an 18th Century original, the wood is fine pine, and you will find the self-aligning parts go together easily without the need for complicated instructions. Finishing kit is included. $4.95. Stonecrest, Dept. AH-10, East Hampton, Conn.



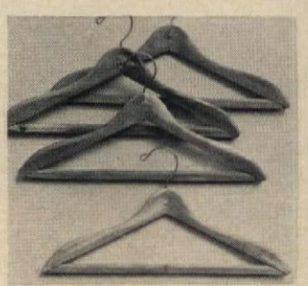
**CHUCK WAGON SET.** If he packs a couple of guns, swaggers about in chaps now and then, practices rope tricks on Rover, calls you "Howdy Stranger," and is hypnotized by TV, round him up and stake him to a meal from this gay galloping horse plate, 5" high cowboy boot cup, and 10-gal. hat bowl. All blue plastic. Set $2.50. Decorama, Dept. AH, 240 East 92 St., Brooklyn 12, N.Y.



**GOD BLESS OUR HOME.** A home is made of so many things: Love and tears, comings and goings, brooms and paint, a family around the table and sudden laughter, prayers for comfort, prayers of thanks. Any real home is the perfect setting for this charming sampler. Stitch it with love. Unframed. On linen with floss, $1. Jane Snead Samplers, P.O. Box 72H, Media, Pennsylvania.



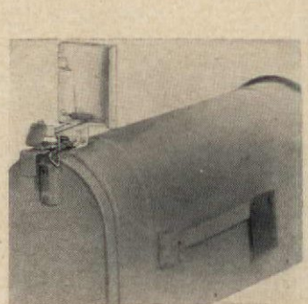

**OUT OF THE WOODS** of Cedar trees in North Carolina hill country are made sturdy *aromatic cedar* hangers by skilled local craftsmen. After taking just one sniff, we knew we had to have these—we wish could give you a whiff, too! They are also well-designed and good-sized. Hang up your good winter coat on one. Set of 4, $3.95 ppd. Crafts of Carolina, Dept. 16, Roxboro, N. C.

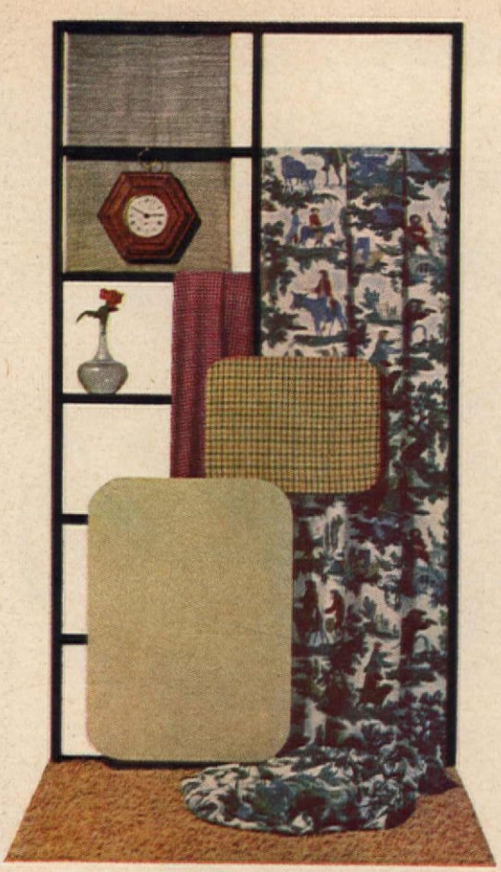


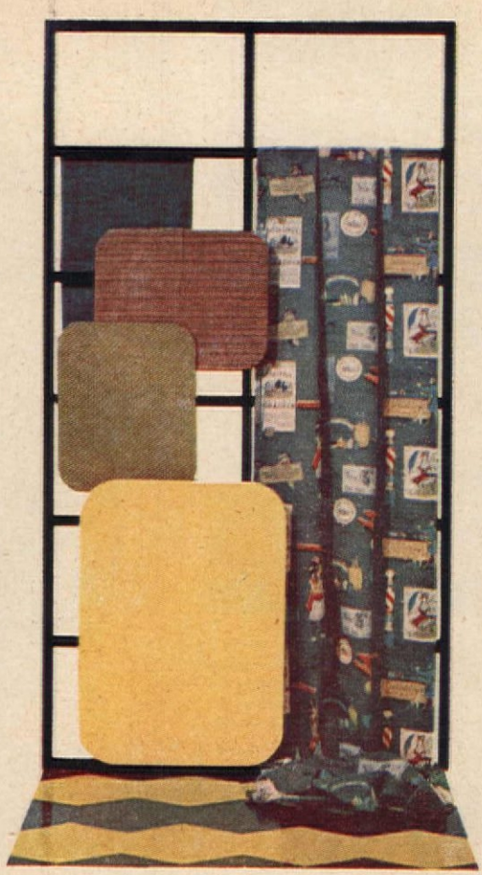
**GET A DOCTOR** this genuine leather Prescription Pad Holder and he'll put you on his list of favorite patients. Slim enough to fit into his pocket or bag without causing added bulk, it is 4½x6" to take a regulation prescription pad or blanks. Leather cover is stamped in coin gold with the medical insignia. $2.98. Merrill Ann Creations, 3601-AH Kingsbridge Ave., N. Y. C. 63.

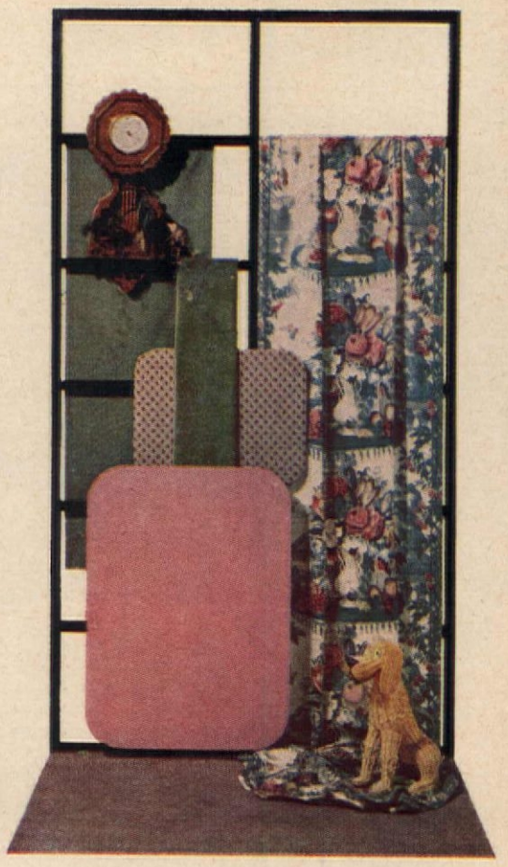


**WHEN THE BOX IS OPENED** no birds begin to sing, but a signal does spring up to let you know a trip to the mailbox is in order. Of course, it might be a bill from the telephone company and not a letter from your love, but life has to have *some* disappointments. Of bright yellow metal, it easily fastens to any mailbox $1.95. Ematol Prod., Box 95E, South Weymouth, Mass.



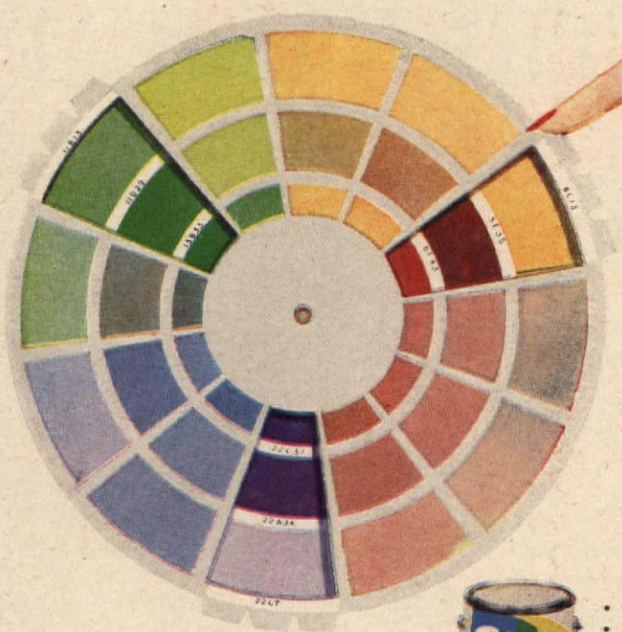






**LOOK! Now You Can**

# DIAL Color Schemes Like These!



**Thanks to the NEW**

## Colorizer® PAINTS

Start with a color already in your home—perhaps your rug color. This amazing Colorizer "Color Harmony Selector" tells you exactly which colors to use for walls, accents, draperies, furniture! See it at your Colorizer Paint Dealer's. There, you can get any of 1,322 Colorizer paint colors in odorless, scrubbable Colorizer Flat Wall Enamel for walls . . . in gloss for harmonizing woodwork colors . . . in house paint for exterior color styling! Find the exact shade you want in 60 seconds, in the new Colorizer Album. Get any color immediately, at budget prices.




**1,322 COLORS**

*To Go With Anything In Your Home!*

**COLORIZER ASSOCIATES**

Colorizer Paints are sold in these well-known regional paint brands. Visit a dealer near you selling the brand you know in your area.

BENNETT'S • BEAUTY BY THE BRUSHFUL • BLUE RIBBON BOYSEN • BUTE • GREAT WESTERN • JEWEL • KOMAC LION BRAND • VANE-CALVERT WARREN'S • WETHERILL'S

*In Canada*—FLO-GLAZE
*In England*—ROBBIALAC

*Mail This Coupon for 20 Complete Color Schemes*

Amazing decorating guide shows 20 color schemes, and a shopping list telling which paints, fabrics, rugs, etc. to use in each scheme! Only 10 cents!

**COLORIZER ASSOCIATES**
**341 North Western Avenue, Chicago, Ill.**

Enclosed is 10 cents in coin. Please send me your Colorizer decorating guide.

Name_____

Address_____

City_____ State_____



This magnificent Tappan Greenbrier gives you completely automatic oven cooking. Automatic roast control signals you, turns oven off when roast is done as you like it. Chrome-lined oven has new wide-vision window. The separate waist-high broiler can be raised or lowered at the flick of a finger. Four-in-line burners allow extra work space.

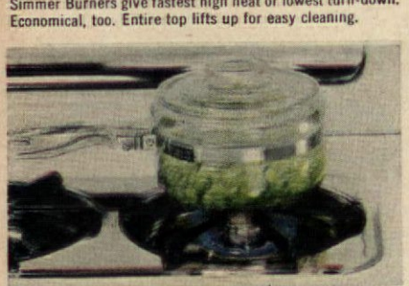
# OWN A TAPPAN GOLD RIBBON RANGE

for only $9.95 a month

Gas or Electric ranges $139.95 to $539.95

Nothing Cooks Like a TAPPAN

The Greenbrier has two new Tappan Set 'n Forget Burners that end pot-watching and scouring. Tappan's Sizzle 'n Simmer Burners give fastest high heat or lowest turn-down. Economical, too. Entire top lifts up for easy cleaning.



Chrome-Lined Visualite Oven has new wide-vision window. You see entire cooking area. Chrome lining improves browning, wipes clean, maintains its beauty. The Greenbrier oven and broiler doors lift off for easier interior cleaning.



Tappan Deluxe GAS Built-in with separate oven and broiler, starts, cooks, turns off automatically. Oven has wide-vision window. Separate broiler rolls out fully. Surface unit has L-shaped burner arrangement with handy, up-front dials. Automatic top burner ends pot-watching and scouring.



The Tappan Stove Company, Mansfield, Ohio. Also, Canadian Tappan Stove Company Ltd., Montreal




# MAKE A WOODLAND TERRARIUM

OLGA BOCKES

You can make a terrarium—garden in a glass—from some of the small tropical plants that florists sell, or you can collect low-growing native wild plants in the woods, or buy from nurseries that handle wild flowers.

I prefer a wild-plant terrarium. It's like a tiny piece of the woods, or a miniature rock garden, growing in my living room in the middle of winter. It evokes memories of seasons past and excites anticipations of the spring and summer to come. Once you've made one, I think you'll prefer such a woodland terrarium too.

You can use all sorts of glass containers. An oversize brandy snifter is ideal. So is a glass milk pitcher, a big goblet, a small- or medium-size fish bowl, or anything else that's appropriately shaped and has a large enough opening to allow you to assemble materials inside.

A terrarium should be covered most of the time. So if your container has no top it'll be well to have a piece of glass cut to fit it at a glazier's or hardware store. The cover will prevent moisture from escaping, so the terrarium will seldom need watering.

And it should not get much light, since the plants will be natives of deeply-shaded woods. A window that's not light enough for other plants will suit it fine.

Late fall is the best time to make a woodland terrarium, and the best plants to use are mosses, club mosses, and small-leaved evergreen plants that don't grow more than about 3″ high.

PICTURES ON PAGE 58 CONTINUED ON PAGE 138



## cling peaches hot make this WESTERN RANCH DINNER

**Takes *one* pan! Tastes just wonderful!**

**With golden clings, frying chicken, Ballard OvenReady® Biscuits, Pet Evaporated Milk®**



**To prepare:** Heat oven to 425°. Dip cut-up frying chicken (2½-3-lbs.) in ½ cup *Pet Evaporated Milk.* Roll in mixture of 1 cup flour, 2 teaspoons salt, ¼ teaspoon pepper, 1 teaspoon paprika, ¼ teaspoon poultry seasoning if desired. Set aside remaining flour mixture. Melt ½ cup shortening in 13 x 9 inch pan, add chicken skin-side down. Bake uncovered until tender, basting occasionally. (Average cooking time 40 to 50 minutes.) Turn chicken, pile in end of pan. Arrange drained cling peach halves on chicken. Separate *Ballard OvenReady® Biscuits,* put into other end of pan. Bake 15 minutes, until biscuits are brown. Remove food to plates and keep warm.

**For Gravy:** Blend ¼ cup set-aside flour with pan drippings. Gradually stir in 1 cup water. Boil and stir 2 minutes. Stir in 1 cup *Pet Evaporated Milk.* Heat, but do not boil. Season to taste. Serves 4 or 5.

**NOTE:** Only Clings hold their shape through cooking. Clings are handsome *and* tasty. So be sure to look for the cans marked "cling" on the label!

Cling Peach Advisory Board



Cling Peaches

*Sunniest way to brighten any meal!*

(Begins on page 56)



Materials you'll need: containers like brandy snifters and small goldfish globes, a variety of suitable plants, moss, small pieces of rock, humus, sand, charcoal, scissors to cut moss, tweezers to handle plants, plus a pencil for planting, atomizer for watering.



First step is to cut moss to line container. Facing outward and carefully placed, it prevents soil from showing and gives terrarium prettier appearance. Cut pieces so they'll fit together in a contour, higher on one side of the container than on the other.



For terrarium soil, mix equal amounts sand and pure woods humus. After placing moss, add a small rock or two, a few pieces of charcoal to keep terrarium sweet, then soil. Plant with pencil and tweezers.

MORE ON PAGE 138




# Worth celebrating . . . Underwood Chafing Dips you make in minutes

**RECIPE** for one of the many festive Underwood Dips you'll be proud to serve at any party: heat together one Regular Size (2¼-oz.) can zesty Underwood Deviled Ham with ½ of a half-pound package Velveeta Cheese, ½ cup mayonnaise, and ½ teaspoon grated onion.

**SERVE** hot (but it's equally good cold), and watch your guests dip in with gusto to the new and different taste.




**WHOLE-HAM GOODNESS**
Underwood is made from whole hams chosen for quality, perfectly cured, and blended with a secret formula of spices. Result: a wonderful, can't-be-copied flavor.

FREE PARTY RECIPE BOOKLET. WRITE: WM. UNDERWOOD CO., DEPT. 6A WATERTOWN 72, MASS.

# NEW!

## Both in one package!

Your favorite cake mix! Your favorite frosting mix!

# Betty Crocker Cake 'n Frosting Mix!

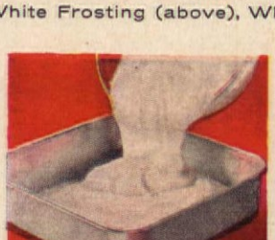





Two favorite combinations: Devils Food Cake with Fluffy White Frosting (above), White Cake with Chocolate Fudge Frosting (below).



Right in the package—enough Betty Crocker Cake Mix to make 9 big servings of luscious home-baked cake! In the same package—plenty of Betty Crocker Frosting Mix for top and sides! Now you can have fresh-baked, fresh-frosted cake *any* time! Quick! Easy! Economical! And just plain good!



**Quick Cake!** Just add 1 egg and water. Then bake in your own 8 or 9" sq. pan, or 9" round pan.



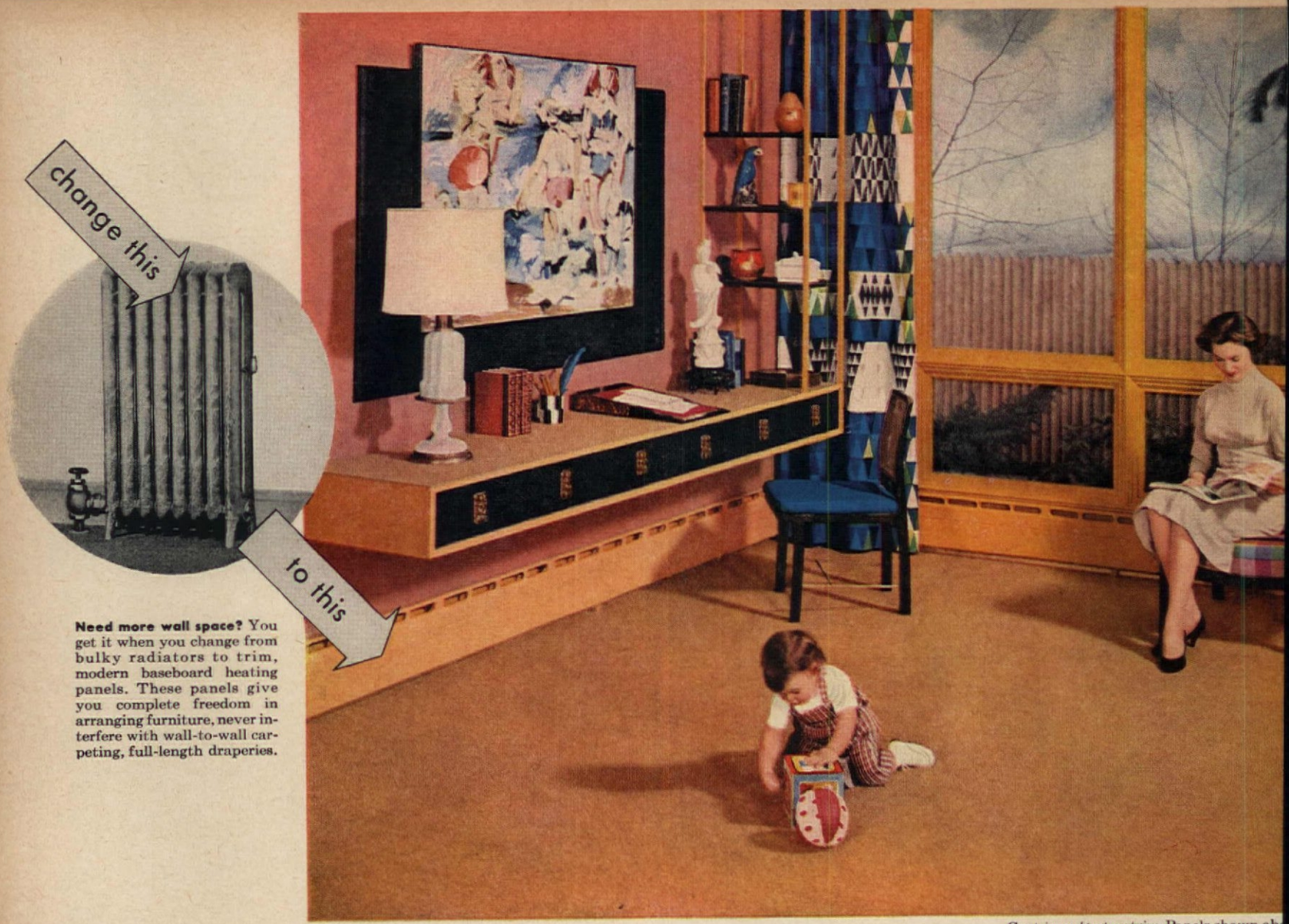
**Can't-fail frosting!** Just add boiling water—a home-cooked frosting is born in your mixing bowl!



**Yummy-good!** A luscious treat for all the family . . . a delightful surprise when friends drop by.

**"I guarantee perfect* cake 'n frosting!"** Betty Crocker General Mills

* PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.




**Need more wall space?** You get it when you change from bulky radiators to trim, modern baseboard heating panels. These panels give you complete freedom in arranging furniture, never interfere with wall-to-wall carpeting, full-length draperies.

Cast iron Radiantrim Panels shown ab

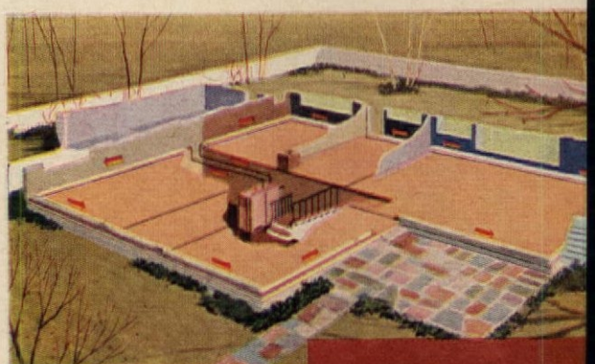
# Draft-free comfort — plus more decorating freedom with AMERICAN-Standard Baseboard Heating

**Winter will be here** sooner than you think! Get ready for it by building a wall of warmth between you and winter with American-Standard baseboard heating panels. These compact panels replace ordinary wood baseboards...carry clean, even, draft-free hot water heat around the cold exterior of your home.

**These new heating panels** are easy to install, can be painted to match or contrast with walls, never interfere with furniture arrangements, wall-to-wall carpeting or full-length draperies.

**Lifetime cast iron construction** characterizes this modern heating system. At the heart is a completely automatic, long-lasting, corrosion-resistant American-Standard cast iron boiler that delivers heat quickly, efficiently. Remember American-Standard quality costs no more —so don't settle for less.

**$3.82 a week** plus installation buys baseboard heating for the average six-room home. For more information, see your American-Standard retailer listed in the Yellow Pages of your phone book under "heating equipment." Or mail the coupon below for a booklet on modern heating. AMERICAN-STANDARD, PLUMBING AND HEATING DIVISION, 40 West 40th Street, New York 18, N. Y.



**Comfort where you want it—** draft-free warmth is carried around the cold exterior of your house by means of attractive, modern baseboard panels.



**Cut fuel bills** with a new, economical American-Standard boiler. Not only is it completely automatic and made of lifetime cast iron, but it has a built-in water heater that saves floor space—saves the cost of a separate water heater.

**Want year-round air conditioning? Ask your retailer about the new American-Standard system that heats and cools with water.**

# AMERICAN-Standard

## PLUMBING AND HEATING DIVISION

AMERICAN-STANDARD, Dept.HA-107, 39 West 39th Street, New York 18, N. Y.

Please send me your booklet HEATING MODERN HOMES WITH WATER. Enclosed is 10¢ to cover handling.

I am modernizing ☐ I am building ☐

PLEASE PRINT

NAME_____

STREET_____ COUNTY_____

CITY_____ ZONE_____ STATE_____

In Canada send to American-Standard Products (Canada), Box 39, Station D, Toronto

Produced by: **JEAN AUSTIN**
**MARY MONZE**
**GERTRUDE BROOKS DIXSON**



# 2 Young Wives Shop Same Fabric...



*Once upon a time there were two young wives who owned exactly the same traditional furniture and lived in identical apartments. Last spring they bought new homes side by side, but* not *exactly the same. One was traditional, the other modern ranch style. They'd have to use the same bedroom furniture, of course—but floor covering and draperies would be new. So they went out shopping. And what happened? They both liked the same fabric! However, they simply could not agree on the things to put with the fabric. You see, one wife was gay and sweet, the other also gay, but sophisticated, too. Mrs. White saw in the fabric its soft subdued tones of pink, a color she loved, and decided to use variations of this one color for everything in the room. Mrs. Black reacted to the more vibrant colors, saw the charcoal fabric as*



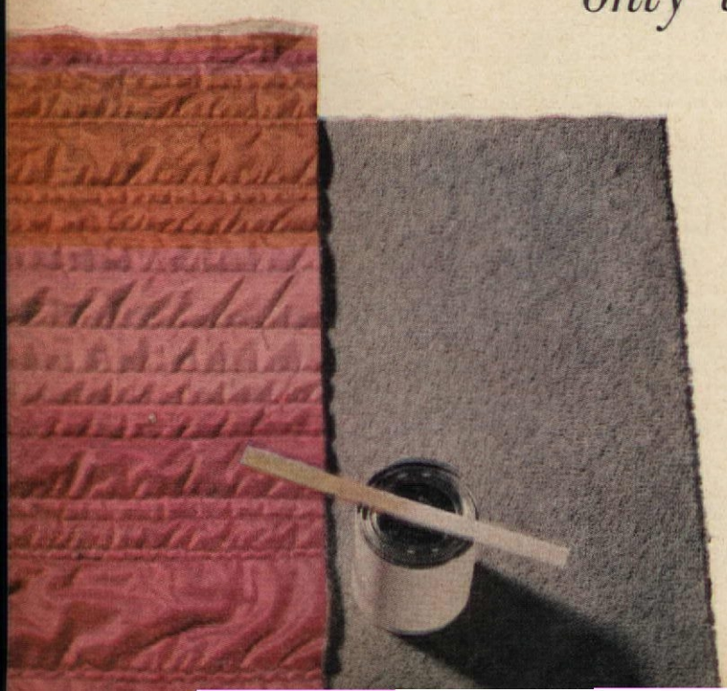


*wall and floor background of glowing color put sharply into focus. Thus subtly did she use a traditional fabric for a completely modern result. And home furnishings being the coordinated joy they are today, each wife found just the rugs, the fabrics, the right accessories, and went happily to work, each on her own.*

## See What Happened...

# *Mrs. Black plays up fabric's only vibrant color note*







• For the sophistication she wanted, Mrs. Black chose a wondrous polished cotton shaded from rosy red to delicate pink and daringly laced with a color suspiciously more orange than red. What's more, it came already quilted in a most unusual fashion, so that her quilted bedspread looked like a luxurious custom-made job. Large expanses of charcoal in the carpeting and the background color of the draperies gave a new, monochromatic look to the old mahogany furniture, due too, to the dramatic whites of accessories against the grays and brown. And that's how Mrs. Black successfully used the very same fabric in her contemporary ranch home that Mrs. White used in her pink and pretty traditional home!





# *Mrs. White plays up fabric's most delicate color note*

• To suit her winsome personality, Mrs. White cleverly worked with the softened pinks in the floral bouquet, ignored all other colors in the chintz. For her bed covering, she found a ready-made coverlet in a pretty pink tint, quilted in such a manner as to look almost two-toned. Skirting the bed, more of the drapery fabric—an attractive means of color transition between coverlet and the rosy-toned, softly textured carpet. Pink walls bring out more of the draperies' subtle color, and pink Bristol lamps repeat the color of the coverlet. A smart choice is Mrs. White's—for if she tires of so much pink she can switch her accessories at will, take to amethysts, soft blues and greens and still have a pretty, harmonious color scheme with the same draperies, wall color and floor covering. Absolutely wonderful what color can do, isn't it, Mrs. White? Yes, says Mrs. Black!



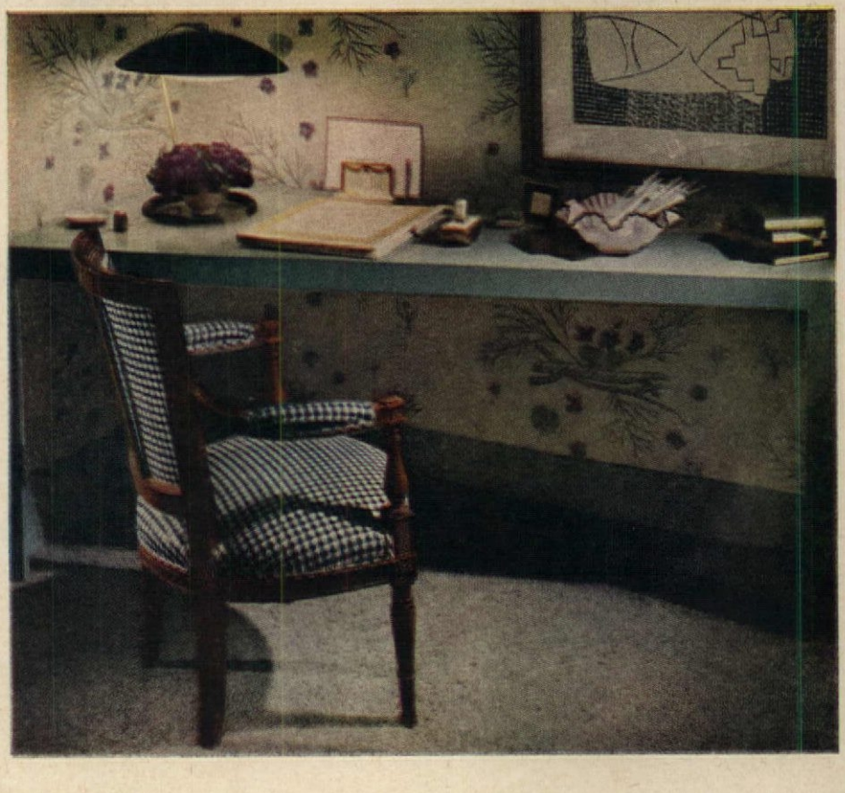
See "Where Credit Is Due," page 148

# FABRICS ALONE CAN DO A TERRIFIC FACE-LIFTING
# HERE'S WHAT WE DID...NOW IT'S YOUR TURN!











These are new fabrics you're "playing" with—fabrics you'll see in your own local stores. We believe this game will help you see how color, texture and scale (of design) can change the whole character of a piece of furniture and the mood of its immediate surroundings.

Take the maple wing chair, for instance. It started life with a rather homespun look about it. But it moved, this summer, and exchanged a little old hearth for a big picture window. Lots and lots of sun and outdoors come right into the living room now. The sombre, homespun look is somehow not so pleasant in its new, contemporary home. Our choice as its covering is a crisp white, practical because it's plastic and therefore washable—and how that white does perk it up! But the other fabrics shown with their very new color combinations will do an equally smart job of it. What's your choice?

What's wrong with re-doing the little French antique chair in satin, you ask? Absolutely nothing—in mother's big (CONTINUED ON PAGE 153)





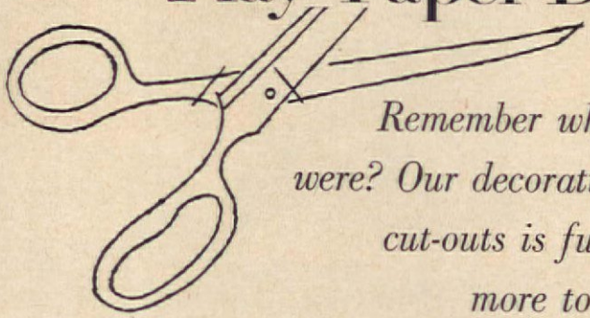








# HAVE FUN–
# Play "Paper Dolls"



*Remember what fun paper dolls were? Our decorating game with cut-outs is fun, too, but there's more to it than that!*







**Produced by: EDITH RAMSAY • VIRGINIA THABET • ROBERT HOUSEMAN • GERTRUDE BRASSARD**

# ADD-ON KITCHEN

Planned expansion is just the ticket here. Designed basically to incorporate the breezeway when the need arose, this kitchen grew—gently and beautifully as the family grew. With some stress and strain of course, but with such good results and so little structural change that the expansion was more than worth the effort. The closing in of both open ends with jalousie doors and walls made the breezeway weather-tight. The one wall opened up from kitchen to this new enclosed area gave way for the new laundry equipment, a new hideout for the hot water supply, more storage space, and a corner for dining in the kitchen area. Practical from the point of financing, these jobs can often be financed on existing mortgages up to the amount already paid on the present mortgage. If you happen to be one of the thousands of families who owns a house with an average-sized kitchen, typical of many kitchens *whose only fault is a growing family*, you may find your solution here.







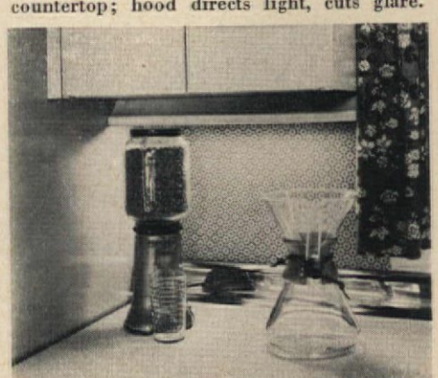
Teenage help isn't hard to enlist when it comes to dishwashing time. At right: new, extra-large capacity dishwasher can make doing whole day's dishes almost child's play because they load quickly, hold lots of dishes and do the job in super fashion.

Accessories, decorative as well as useful, are necessary to give the kitchen the kind of fru-fru it needs for that special touch.

Simplicity itself in re-setting the disposer, should you toss in the flat silver! Notice how squatty it is now. There's room for that wastebasket at last!



Fluorescent strip under cabinet lights the countertop; hood directs light, cuts glare.





# THE ADD-ONS

. . . and then our kitchen took on the "add-as-you-grow" look. Our planned expansion began when growing teen-agers naturally created more activity . . . more eating, more entertaining, more family help, more clothes to be laundered, more storage necessary. Expansions planned in advance to accommodate a growing family are easier on the budget and timesaving, too. When the wall between the kitchen and breezeway was replaced with a simple wall adaptation between dining room and kitchen (plus a slight adjustment in the mortgage), these add-ons were easy:

- A new laundry area with a combination washer-dryer and base cabinet with countertop.
- A water heater and storage closet concealed by a clever magazine rack.
- A dining-sitting-TV area with a "fireplace."
- A double storage wall with pass through to dining side.
- A handsome room-divider created by our own framed American HOME bird prints hung back to back and strung on brass rods.

Gas water heater hides in a closet all its own. Near laundry and sink area, controls and panels are within easy reach. Door has clever magazine racks designed to hold a variety of literature.



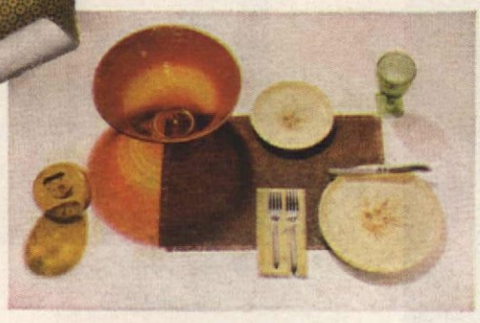



From breezeway to family room, a swell addition. Fireproof acoustical tile behind Franklin Stove.





Textures created from materials such as flooring, acoustical tile, wallpaper and countertops, will give any kitchen an interesting, colorful perspective.



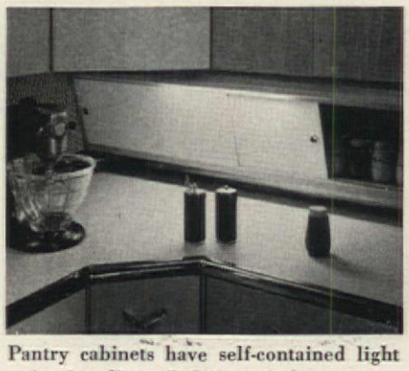
Reel-type lighting fixture pulls down over eating area, intensifies handsome colors of elegant table accessories.



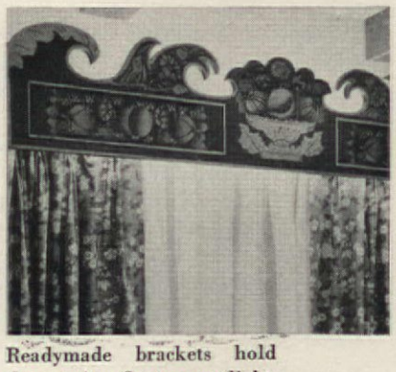
# *Minimum kitchen serves until expansion*

We bought with the idea of starting with a minimum but adequate kitchen. We began our remodeling with a basic L-shaped kitchen designed to include dishwasher-sink, gas oven and surface burners, and gas refrigerator. These, with sufficient wall and base cabinets, are adequate for the needs of any average-size family—one with growing, active teenagers. It means living comfortably with only a portion of the kitchen one eventually hopes to own. Like many whose tastes run toward woodsy tones, we started with the new cabinets of wood and steel. The wall cabinets have natural hardwood doors and backs of steel; the base cabinets are all steel in a matching sandalwood tone. New pantry cabinets over counters provide a number of additional cubic feet of storage without enlarging the kitchen itself. Please note, too, how large bulky items become decorative, stored on top of wall cabinets.

Planned work centers, too, means that the entire family can join in family cooking. The lighting, also planned in advance, proves that it can be beautiful, as well as useful, in a kitchen.

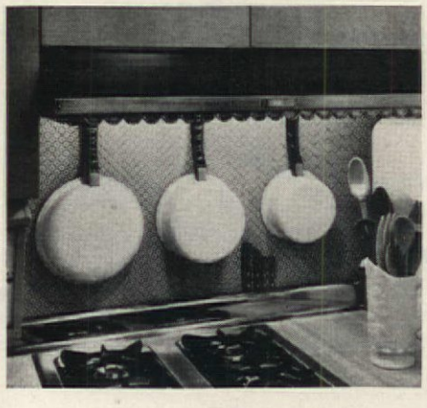


Pantry cabinets have self-contained light units for direct lighting of the counter.



Readymade brackets hold the cornice, fluorescent light.





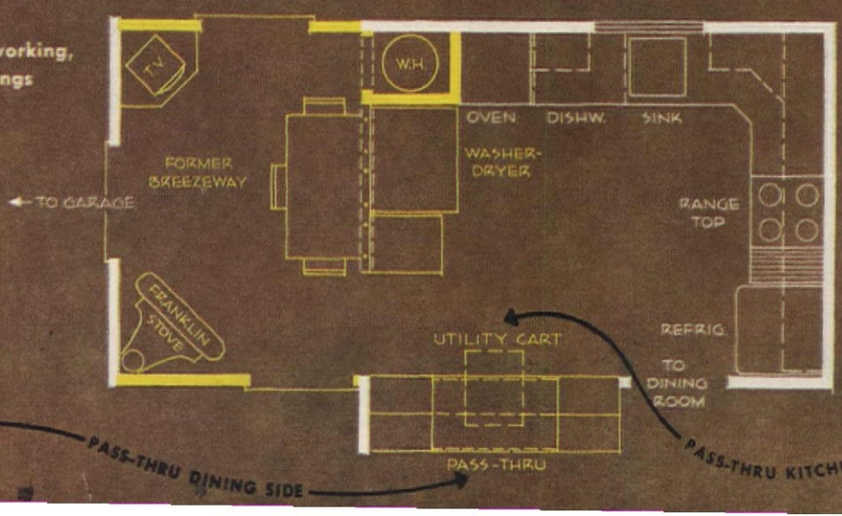
This new hood with its own pushbutton control hidden in the name plate, turns on the blower fan, concealed in the cabinets above, and turns on the light over the range.

EXPANSION: breezeway re-do with minimum ural change adds laundry, storage, dining area



**BEFORE ADDITION:** L-shaped kitchen was basic for working, but too small for additional equipment and family doings






AFTER
structu



Caladium comes closest to a white plant.



3 B's: beefsteak begonias for boldness.

*FOR "BASIC CARE OF PLANTS," SEE PAGE 151*



You grow African violets anyway? Doubly good, if your furniture's 18th century. They're really made for it!



Early American seems to *need* geraniums.



For sheer charm: begonia appropriately named Cleopatra.



All cacti and succulents are "at home" with Mode



KATHERINE B. WALKER

# INDOOR PLANTS–

## *the better you know them the better you'll grow them*

People grow plants indoors for two reasons. They like *plants,* and they like what plants *do* for their rooms. And, as with so many things, the better you know them, the more you like them, and the more useful they become. Get to know them better then, if you'd like to do more with the indoor plant possibilities of your own home.

Choose plants for what they'll contribute to the attractiveness of your furnishings and for their adaptability to the conditions under which they'll have to grow. Don't be too influenced by mere favoritism.

All plants have size, shape, color and texture; so one may look perfect in a certain setting, another just so-so, and still another may not look right at all. And remember that different plants need different amounts of light, water, heat and humidity; so the layout of your rooms and your available time should have a bearing on your choice. Neither an out-of-place plant nor a sickly plant is an asset to any interior, and it won't endear itself to you.

First let's consider appropriateness of plants to styles of decorations. And for convenience let's start with the earliest, work toward contemporary, and of course include "conglomerate," which is what most of us have and like the best.



**How to handle a difficult-to-decorate corner window: build a combination planter-cabinet and array it with a collection of indoor plants. Mr. and Mrs. Robert Fisher made this one for their new Long Island home, partly to solve a decorating problem, partly to accommodate Mrs. Fisher's plants. It's in three sections, with a 7" deep planter area at the top of each side section and at the rear of the top of the center section. The planter areas are covered with waterproof plastic material and the plants, which are grown in pots, stand on a layer of vermiculite. The cabinets hold all Mrs. Fisher's indoor gardening equipment and flower arrangement paraphernalia. All the exterior lumber is plywood with pine veneer.**

In the Louis XIV period, the keynote is delicacy. So consider small lacy ferns, baby-tears (helxine), artillery plant (pilea), selaginella. In flowering plants: semperflorens begonias, patience plant (impatiens), monkey flower (mimulus), Kenilworth ivy.

Early American furniture is sturdy, practical, forthright. Suitable foliage plants would be peperomia, boxwood, euonymus, succulents like kalanchoe and echeveria, and vines like ivy, philodendron, pothos. For flowers, choose from geraniums, patience plant, flowering maple (abutilon), wax begonias, African violets.

CONTINUED ON PAGE 151

FRANCES NELSON HUFF

# HOW TO OVERDO-IT-YOURSELF!

*Here are 5 points to consider before you don your jeans this fall*

What are you doing next Saturday morning, neighbor? Golf or fishing? Or has your wife scheduled a repair job on the sagging kitchen door, or perhaps the start of some major task like remodeling the basement into a recreation area. You're not alone. Every Saturday, Sunday and holiday thousands of husbands pick up hammers instead of fishing rods or golf clubs and start saving money by the do-it-yourself method.

Now maybe it's time to turn a critical eye on this do-it-yourself business and see if all of it is profit. How many of the projects are fun? How many just plain hard-work jobs are saving you money? Are they displacing family fun and all the weekend jaunts the family used to take?

One neighbor jokingly told me he saved a hundred dollars last weekend by taking his wife to a resort. While they were away a painter redecorated the living room. It seems that last year his wife did the painting. A set of almost new slipcovers and his wife's denim playclothes had to be replaced. She had also thrown away two good paint brushes, because they were too messy to clean. And there's still quite a bit of paint on the switchplates she forgot to remove.

In spite of my neighbor's experience with a wife who likes to throw paint, there is a real need for every husband and wife to do some of the repair and replacement jobs in the home. Often it's fun to build a piece of furniture or screen the back porch. On the other hand, there's no wisdom in doing jobs that don't offer a reasonable amount of enjoyment and economy. Here are five points to consider before you don your jeans next weekend:

1

**WHY START A JOB YOU HEARTILY DISLIKE?** It's a rare person who can do a task well if he detests it. One friend of mine hates cement work. He did a miserable troweling job on the slab in his new garage. When it came time to pour the slab floor for his home, he rebelled, bought a ready-mix and hired an expert cement finisher. His home has a beautifully smooth floor, and he is free to go ahead with all the carpentry which he enjoys and does efficiently. Don't overlook statistics which show that people are more accident prone in jobs they dislike. When you tackle a job you think you can do right, chances are you won't get hurt.

2

**HOW GOOD IS YOUR EQUIPMENT?** Do you have proper tools for the job you're about to start? No matter how clever you are with your hands, there are many household jobs that are impossible without proper equipment. If you use the wrong tool the job may be botched.

3

**BEWARE OF THE JOB THAT OVERTAXES YOUR STRENGTH.** Neighbor Hercules may not be bothered by lifting a 96-lb. bag of cement, but your back may. Your wife's back may object, too, if you permit her to help out by lifting the other end of a beam.

4

**RESPECT THE LOCAL BUILDING AND INSPECTION LAWS.** The amount you save on a home-wiring job may go to pay a fine if you do not observe the law. Specific kinds and sizes of material, rigid methods of installation and final inspection are often required in urban areas. If you live in the country, where you are not subject to such rules, you should still be aware of what the minimum requirements are for safety. Some building regulations seem overly cautious, even foolish, to the amateur workman, but they usually err only on the side of safety.

Do it yourself then, but first take heed of local advice and rules. There are also government bulletins, free for the asking, that explain by word, picture and diagram exactly how to do a job economically and safely. These cover a range of subjects from well drilling to repairing your home freezer.

5

**ARE YOU STILL FRIENDS WITH YOUR NEIGHBORS?** Or do they give you an icy stare when you drive up late Friday afternoon with the air hammer you plan on using early Saturday morning. Rural areas and resort spots are particularly the victims of city folks who come up every weekend to work on the cottage, driveway or swimming pool. Often a gang of friends comes along to help good old Joe get that little place in the country remodeled. The bunch stays up late, gets up early to work, with complete disregard for the local residents. Do it yourself, but with reasonable consideration of others.

Speaking of projects, what interesting, easy task should we pitch into next weekend at our house? Maybe we should work on the new playhouse for the kids before I turn out some new salad bowls. Next weekend? What about the neighbors, you say? Oh, they'll be up early, too. They're bulldozing a hole for their new swimming pool.



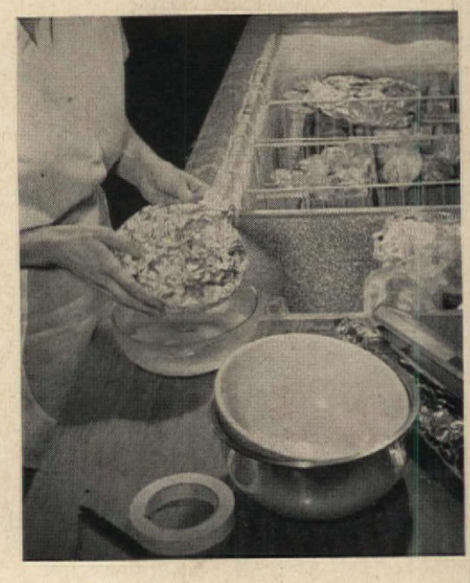
# *Glory of Autumn*

FLOWER ARRANGEMENT BY BETTY B. MERRIAM



"Brown and Serve" rolls and loaves of bread are a real specialty of the Schusters. Homemade rolls are thoroughly baked, but not browned, and then dropped into a plastic bag in meal-size portions. When ready for use, they are placed on a baking sheet, put in the oven to brown, and then served piping hot, as if they had been freshly baked. Bet you won't be able to tell the difference at all!



A real home management problem—and a timely one—is this story involving the health *and* pocketbook of the Paul Schuster family of Cuyahoga Falls, Ohio. When they learned they were to have a second child, they realized they'd need some sort of help, for it was right in the middle of the gardening and food-preservation season. Knowing that domestic help was too costly, they promptly made the smartest decision of their lives. They bought a freezer and *"it has turned out to be one of the best, quietest, neatest mechanical helpers anywhere!"*

Previously, they had taken all their frozen delectables to a locker plant three and a half miles away—seven miles round trip—and the prospect of these almost daily trips was overwhelming, with all the added chores of a new baby, a present two-year-old, and a mother not yet physically up to par.

When the freezer was purchased in April, it seemed wasteful to let it sit practically empty until summertime, waiting for fruits and vegetables, so that is when THE PLAN evolved. It turned out to be so successful that they have used a modified version of it all year. THIS IS WHAT EVOLVED FROM THE SCHUSTER'S PLAN:

1. *A well-planned diet schedule*

The doctor put Marcia Schuster on a strict weight-control diet, which eliminated all desserts except fruit. Sounds like it might be hard on the family, doesn't it? *Thus the problem:* Desserts for Mr. Schuster, but how could *she* pass them up?

# 1 on a Diet!

Produced by: **JUNE TOWNE** • **VIRGINIA THABET**

*"Then your freezer can rise to new heights," says Marcia Schuster . . . Your only limitation: Lack of imagination or willingness to experiment. All you need: a husband and family who'll try anything once.*



For best operation, a freezer must be defrosted two or three times a year, but always remember to wear RUBBER GLOVES when doing the job. It will help to avoid painful freezer burns.

She was to beat the temptation of facing these calorie-packed desserts and avoid putting her will power to such a test. Mrs. Schuster hit upon the plan of making a number of small, *one-serving pies* at one time, and freezing them in individual aluminum foil pie plates. Then, when she wanted to serve her husband pie for dessert, she simply took one out of the freezer, slit the top crust and popped it in the oven. An extra ten to fifteen minutes' baking time was added, since it was frozen. *Cakes* were included in this plan, too. She baked whole ones, divided them into quarters and froze them. Then, come serving time, she made a small amount of frosting and served it as if freshly baked. No more having leftover cake that gets stale or is so fresh you can't resist finishing it to the last crumb. You ask what Marcia's philosophy is? Just this: "Since my eating any of these one-portion desserts would deprive my husband of part of his serving, I had no trouble passing it up. And he didn't feel that he was forced to diet, too."

2. *Balanced meal planning while mother's away from the kitchen.* So that the family might eat proper meals when Marcia came home from the hospital, she did a great deal of stockpiling back in May and June. As *cookies* were baked, she always baked a double batch and froze the extra quantity. *Pie dough,* made and packaged ahead of time, was ready as fruits came into season, or for use with those stashed away in the freezer. *Main dishes* were given their rightful place: Macaroni and noodle combinations, meat loaf, ham slices, chunks of ham, cooked sliced turkey. Her trick with casseroles? Simple! Freeze food quickly in a casserole lined with aluminum foil. When it is frozen, take foil package out of casserole, complete the wrapping, label it and chuck it back into the freezer. To bake, put the food back into the casserole without the foil. Paul Schuster found it easy to get his own meals, using several one-serving casseroles.

*Never underestimate the power of a freezer and a family! We knew there was a good story in the letter we received from this enthusiastic mother. Her freezer isn't used just for storage! It's the real brains behind her meal-planning and diet problem-solving.*

Mrs. Schuster also made her own *"brown and serve" rolls, biscuits* and *muffins*. Actually, she did not set out to make them just for the freezer. When she made a batch for a regular meal, she made an extra amount and browned just those needed for that meal. The others were thoroughly baked but not browned, then cooled, wrapped and frozen.

The moral of this meal-preparation story: when Marcia Schuster came home from the hospital, meal preparations consisted of assembling items from the freezer, simply adding a salad and cooking a vegetable. There was really nothing at all to getting a meal together. What a time and energy saver!

3. *The "extras" in experimenting were really the most fun of all.* The event of the summer was Paul's birthday, which came three weeks after their new family addition. Marcia was determined he should have the usual cake and trimmings. A month earlier she'd made his favorite . . . chocolate cake with a butter frosting. Naturally, that had found its way into the freezer. (Hint: freeze the cake before packaging so frosting will harden. Then the wrapping will not stick.) When the day came and guests were invited, the only effort expended was putting candles on the cake and dishing up ice cream. (CONTINUED ON PAGE 104)



# WE BEGAN PLANNING OUR CINCINNATI HOME IN ALASKA

ROBERT B. MAEHR



Fairbanks, Alaska, is a "far piece" from our home town of Cincinnati, Ohio, but that's where Carol and I began planning our future home. For two years, during the time I was stationed with the Army at Eileson Air Force Base in Fairbanks, we read home magazines, made our own sketches and indulged in "dream house" dreams. By the time we returned to Ohio, we pretty well knew what we wanted. The problem was to find it.

First of all, with two young sons, Brandt and Steffen, and a third child scheduled to join the family, we had to have a house that was roomy enough. We knew we needed adequate closet and storage space, an efficient kitchen and two baths. We wanted a dining room that could be closed off from the kitchen and a clean, dry, airy basement where the boys could play when inclement weather kept them indoors.

Once involved in house-hunting, we found other factors to consider, such as proximity to schools, church, shopping areas and my job location. And we hoped to settle in a neighborhood where there were children around the age of our own boys. Days of searching grew into weeks. We looked at new homes and old homes, inspected them thoroughly and gradually rejected most of them.

One house had possibilities. It was located on a tree-shaded, no-outlet street. There were children—lots of 'em—with attendant dogs and cats. The house was two short blocks from public schools, four blocks from the community shopping center, ten minutes from downtown Cincinnati, and just two miles from my job.

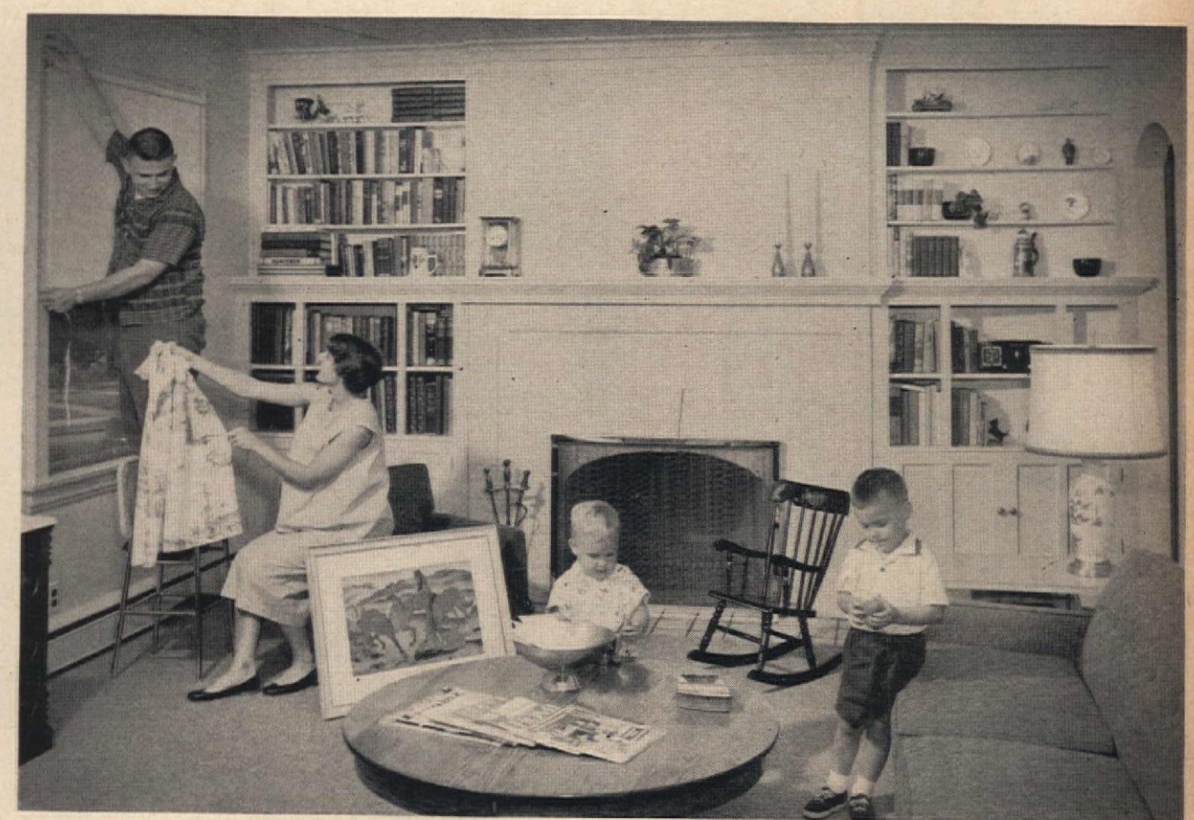
The house's advantages, we decided, outweighed its one major drawback: it was 33 years old and needed renovating both inside and out. We bought it, then met with an architect to plan its conversion into a modern three-bedroom home.

Five months later, one week before Christmas, we were able to move into the house, just in time for the boys to celebrate their first "stateside" Christmas in their own living room.

he Maehrs achieved this striking "new look" by removing cupola doorway, relocating walk and porch steps, adding shutters and iron grille work painted white.



Paint, bookshelves and cupboards effected major changes in living room, in process of renovation above. Upper shelves replaced two stained-glass windows. Artificial-gas log hearth was converted to real wood-burning fireplace. At right, Bob measures for draperies of light blue and white, to harmonize with walls and woodwork. Coffee table was old pedestal-type dining table, cut down by Carol and refinished in light oak.



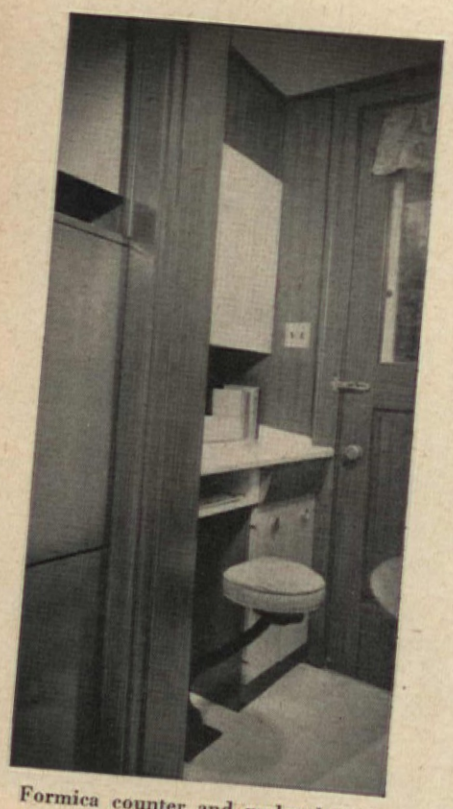
*From back to front, inside and out, the Maehrs' 33-year-old home has acquired a modern personality, greater efficiency*





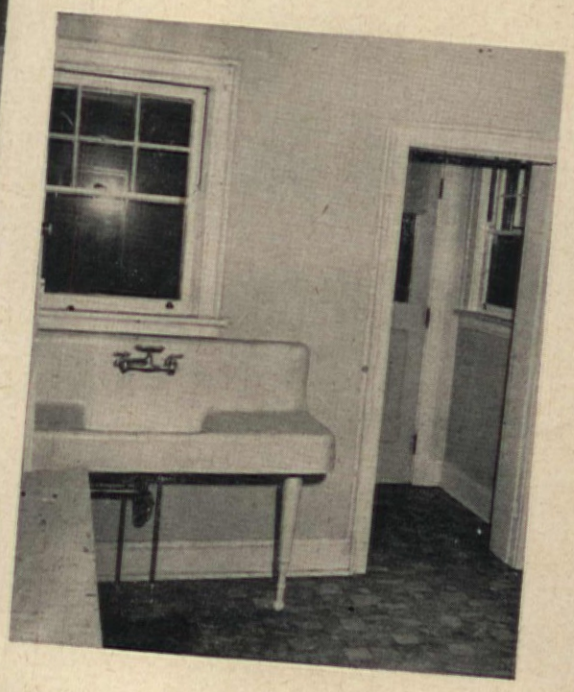
Not to be overlooked among the assets our newly-acquired home provided was a 75x100′ back yard. Completely fenced in, it offers plenty of outside play room for the kids and their neighborhood friends, at the same time that it permits Carol a little more freedom to work inside while the kiddies are out at play. Since moving in, we've added a swing, bar and rings, sandbox, and plastic wading pool, and we appreciate the large shade tree near the rear of the house.

The only major improvement that seemed necessary in back was the addition of a separate entrance to the glassed-in sunporch. Because of their comparative low cost, we accomplished this rather

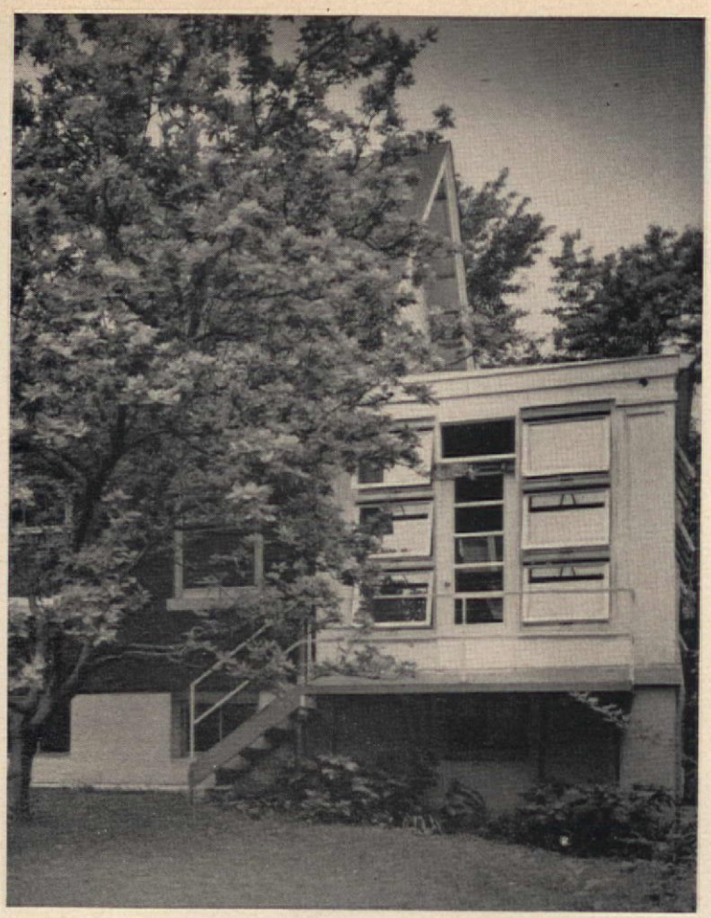


Formica counter and under-shelf in rear vestibule serve as Carol's desk.



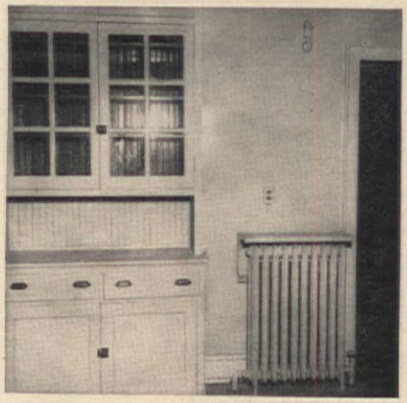


New cabinets with cove Formica tops and built-in oven fully utilize space formerly occupied by old sink. Work areas were relocated for best use of space. Former kitchen had only two storage cabinets.





At lunchtime, Carol serves Brandy and Steve at snack bar. Foldaway stools save space and permit easier cleaning of floor. Bulletin board, with pictures and cutouts, provides boys with chowtime diversion, keeps grocery lists and baby-sitting instructions. The old cabinet and radiator (right) were removed, now provide space for electric range, dishwasher and sink.





inexpensively by using metal fire-escape fixtures.

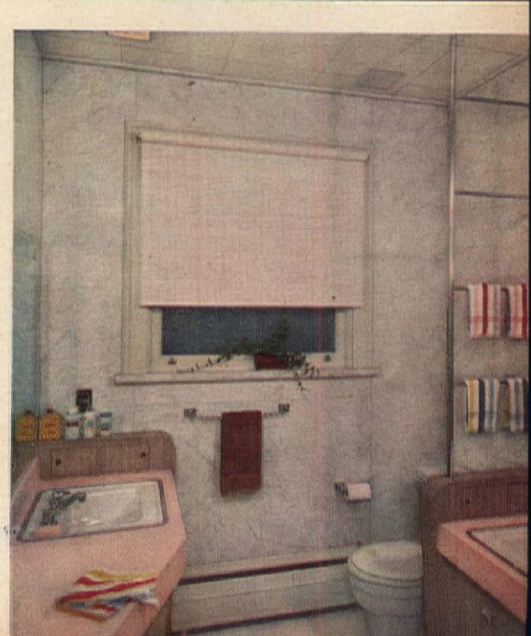
The old-fashioned windows of the sunporch were replaced with individually-opening louvred windows. Backyard and sunporch offer an ideal indoor-outdoor play combination for the boys. We also use the porch as the family TV room, and as a guest room for company.

TURN TO PAGE 135 TO SEE HOW THE MAEHRS RE-LANDSCAPED THEIR LOT



Tawny walnut planking of laminated plastic faces kitchen walls. White plastic squares cover ceiling.



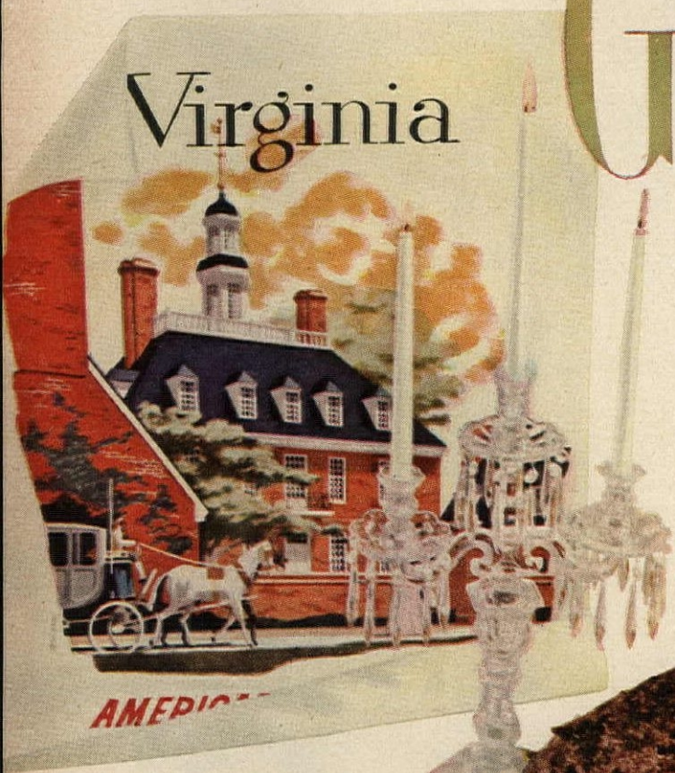


The bathroom, "before" and "after." Bob's vanitory is 36" high, Carol's just 30".

MORE BATHROOM PICTURES ON PAGE 132

# Good Victuals

*Build a menu around a crusty you all jes' bound to get yo'self*






*Smithfield ham, baked the traditional way*



Some things there are just too perfect to fuss around trying to be "different"—and you can head that list with Smithfield ham baked the way they have always baked it down in ole' Virginny. That's the way we baked it to have its picture taken, and mighty fine eating it was. I should say 'specially fine, coming as it did from Abingdon, Va., a former home of our own Virginia Thabet, as expert a gal on this subject as ever came out of the Virginias. Gini, of course, thinks simultaneously of ham an' hot biscuits—but here we depart from tradition and with our hot ham serve up light, frothy bits made of white cornmeal and whites of eggs and save the hot biscuits for the *cold* ham. It would give me the greatest pleasure should you try this menu some nippy fall Sunday, for I do sincerely believe you and your family will find it just enough off the trodden path of ham and candied sweets to excite eye and appetite.

Now I shall do a complete turnabout face and declare some things so perfect, they lend themselves to infinite variety. For this I believe, too—and shall try, these coming months, to prove how blessed is a sound, basic recipe that is also versatile. Why, after all, have drawers full of desserts filed away when one can become deft and expert with one known quantity. Variable as one's own mood in its final appearance, comfortingly familiar in its basic structure . . . There are quite a few such "basics" and here to begin our variations on a theme

*Like little drifting clouds—these corn puffs*

**JEAN AUSTIN**



**Dinner Menu**

Essence of Tomato
or
Shrimp Fines Herbes
Baked Smithfield Ham
Corn Puffs
with Hot Orange
and Currant Sauce
Creamed Spinach
Baked Apples
with Pineapple Sauce
Coffee

*Perfect ending—apples baked and basted with pineapple juice*

## *Smithfield ham and yeah man—some mighty Good Victuals*

—sponge cake* such as you can't buy in any store or from any baker. They just don't come this good and that's surprising too, because it's such an easy thing to bake. When you get to baking it, should you work out still another variation, I should be most pleased if you would tell me of it so that I might add it to my repertoire. Thank you! THE END

*as published in Good Victuals





*Mashed banana and strawberry filling, Sabayon Sauce on the side . . . currant jelly filling . . . lemon curd filling, cream cheese and pistachio nut frosting*





*Apricot glace . . . chocolate roll filled with crème pâtissière, mocha frosting*





*. . . or from this same basic recipe, this divinely delicious rum cake!*

For details about table appointments see "Where Credit Is Due," page 148

## • corn puffs

• Beat the whites of 4 eggs with a teaspoon of salt until very stiff. Scald 5 tbs. white corn meal with enough boiling water to make a soft but not liquid mixture. Fold the stiffly beaten egg whites into this mixture while it is still warm (but not hot).

Drop from spoon on greased baking sheet.
Bake about ½ hour in a slow oven.
Sauce: Half orange marmalade and half currant jelly heated.
Or serve with Cumberland sauce*.

A Good Victuals recipe

*Previously published in Good Victuals

## • baked apples with pineapple sauce

• Wash, core and pare part way down 6 cooking apples. Put the apples close together in a buttered baking dish, pared side up. Pour over them a #2 can of crushed pineapple. Bake in 400° oven until apples are tender, basting frequently.
An easy but delicious dessert, especially with a ham or pork entree.

A Good Victuals recipe

## TO SLICE HAM

Use long, thin, very sharp knife.
Keep slices THIN, however small.



Fat side up, start about six inches from bone end, cutting straight down to and around bone. Take out small wedges down to bone.

Slice at right angle to bone clean from bone as you go.



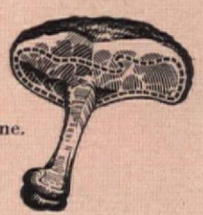
Turn ham and slice first from one side, then the other.

As slices become larger, cut back at sides, cut slices from three faces.



When you hit "edge" bone about three-fourths back, slice on other side from back to front . . . until you hit bone at bottom.

Now slope your carving back (on top) until all possible slices are taken from top of bone.



FOR SMITHFIELD HAM RECIPE, TURN TO PAGE 86



## • variations on a sponge cake theme

1. Spread a sponge roll* with strawberries mashed with bananas. (If frozen berries are used, strain off liquid first.) Roll up, slice and serve with
**SABAYON SAUCE.** Beat 6 egg yolks, 1 tbs. sugar, pinch of salt and a few drops of vanilla until light. Gradually beat in ¼ cup sherry alternating with ¾ cup sugar and 2 tbs. water. Place in double boiler over hot (not boiling) water. Stir until thickened.
2. Fill with currant jelly, roll and dust with confectioners' sugar.
3. Fill with
**LEMON CURD FILLING.** ¼ lb. butter — juice and rind of 2 lemons
1 lb. sugar — 2 beaten eggs
Combine all ingredients in top of double boiler. Stir until mixture thickens.
Frost with
**CREAM CHEESE FROSTING.** Soften cream cheese with cream to spreading consistency. Sprinkle with blanched and chopped pistachio nuts.
4. **APRICOT GLACE.** Soak 1 package dried apricot in water overnight. Cook them with ½ cup sugar until soft. Strain through fine sieve. Cool. Spread over roll. (Mix with whipped cream for filling.)

FOLD UNDER

5. **CHOCOLATE ROLL.** Follow basic recipe, substituting ¼ cup cocoa for ¼ cup flour. Sift cocoa with flour. Fill with
**CREME PATISSIERE.** Heat 2 cups milk and one vanilla bean to boiling point. In a saucepan combine and heat thoroughly
½ cup sugar — 1 tsp. cornstarch
4 egg yolks — 6 tbs. flour
Gradually stir in hot milk and cook over low flame, stirring rapidly until it is thickened. The creme should be the consistency of a thick mayonnaise. Frost with
**MOCHA FROSTING.** ¼ lb. butter — 1 egg yolk
2 tbs. cocoa — cold strong coffee
3 cups confectioners' sugar
Beat butter until creamy. Add the egg yolk and sugar mixed with cocoa a little at a time. Beat in coffee drop by drop until soft enough to spread.
6. **FROZEN RUM CAKE.** Bake 1 recipe sponge cake* in greased and lined 8" springform as per basic recipe, allowing 45 minutes baking time. Cut into 3 layers. Freeze, keeping each layer separate. Several hours before wanted take out of freezer, sprinkle each layer with 2 tbs. rum and a few crushed macaroons, put together, spreading a thick layer of a high quality, rich vanilla ice cream between the 2 bottom layers. Now freeze the whole cake again. Just before serving frost the entire cake with whipped cream that has been sweetened and flavored with vanilla extract. Sprinkle with crushed macaroons and garnish with sliced strawberries.

*Previously published in Good Victuals — Good Victuals recipes

# 3 good ways to enjoy one great soup!

Have it for lunch—right now—steaming and glowing red. There's nothing that starts the meal so warmly . . . or so pleasantly . . . as the sun-ripened taste of Campbell's Tomatoes, in a soup seasoned just to your liking.

But there are other new ways to enjoy Tomato Soup. Try it hot and spicy, poured from a pitcher into cups. Or topped with a big golden pat of butter—to sip when you come in from the cold. Just *two* new reasons why Tomato Soup's on the tip of everybody's spoon these days!



**Hot Buttered Soup:** Everybody's favorite Tomato Soup (or any Campbell's Cream Soup) in a handy mug—with a pat of butter melting on top.



**Hot Spiced Soup:** Make your Tomato Soup with water; then stir in a dash of cinnamon or ground clove. Serve from a pitcher or carafe into colorful, man-sized cups!




UPPLY BASIC NUTRITIONAL NEEDS: Vitamins, Minerals and Liquids—for ell-being • Proteins—for upkeep and growth • Carbohydrates—for energy

Once a day . . . every day . . . SOUP!

*Walnutty-wonderful! Two great new desserts!*

# Bake 'em with Diamond Walnuts






**FUDGY WALNUT PUDDING!**

Beat 2 eggs, ½ cup sugar, ¼ tsp. salt, ¼ cup butter, melted, ¾ cup dark corn syrup. Add ¾ cup chopped Diamond Walnuts; pour into ungreased 9″ sq. pan. Top with 2 cups Betty Crocker Chocolate Devils Food Cake Mix batter; bake 40 min. at 350° (325° for glass pans). Cut in squares; invert. Top with whipped cream and walnut halves.

**For fresh flavor, use DIAMOND WALNUTS!** These are the very choicest from California—with every tempting, golden kernel fresh and crisp and full of goodness. Get Diamond Walnuts in the shell in cellophane bags. Thin-shelled, fun to crack—two full cups of plump kernels from every 1-lb. bag. Or, fresh-shelled Diamond Walnut halves and pieces come in handy vacuum cans.

*You can work wonders with your imagination and* **Diamond Walnuts**

# and Betty Crocker Cake Mixes!





**CARAMEL WALNUT CAKE!**

Melt ⅓ cup butter. Bring to boil with ½ cup brown sugar, 1 tsp. light corn syrup. Pour into ungreased 9" sq. pan. Arrange 1 cup chopped Diamond Walnuts over mixture. Top with half of Betty Crocker Yellow Cake Mix batter. Bake 35 min. at 350°. Invert immediately, leaving pan over cake 1 minute. Especially good served warm!




**"Aren't you the clever one!** Thinking up luscious desserts to please the family you love and slipping in extra nourishment, too! Ever think about cake? Cakes you bake with Betty Crocker Cake Mixes give your family the proteins, vitamins, and minerals of fresh eggs and wholesome milk. Tonight, try one of these ideas . . . for an old-fashioned treat with extra energy in every bite!"

## I guarantee a perfect* cake—cake...after cake...after cake!"

*PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.

Betty Crocker

(Begins on page 80)




**B&M does something wonderful to beans!**

For hours and hours B&M Brick Oven Baked Beans are baked in a rich and golden brown sugar sauce with lots of tender selected pork. Only this slow oven baking in *real* brick ovens gives these special beans their "home-baked" flavor. Serve them to your family soon and often!




They're Extra Good With B & M Brown Bread

B&M

brick oven

**BAKED BEANS**

SEALED OVEN-HOT IN BOTH GLASS JARS AND TINS

BURNHAM & MORRILL CO., Portland, Maine




*Secure top of fresh pineapple to ham with toothpicks. Garnish base of pineapple top and around base of ham itself with rounds of candied or canned pineapple, kumquats, maraschino cherries, crystallized ginger and grapefruit peel*

FOLD UNDER

**• baked smithfield ham**

Scrub ham with brush. Soak overnight in cold water to cover. Next morning drain off the water. Put ham back in boiler, skin side down, cold water to cover. When water comes to boil turn down heat and boil slowly for 2 hours. Set boiler aside and let ham cool in the water it was cooked in. Remove skin and trim fat, if too heavy. Put ham in baking pan and cover thoroughly with stiff dough, made with 3 lb. flour, 1 lb. corn meal and cold water. Bake in 350° oven for 2 hours. Remove crust from ham and sprinkle with freshly ground pepper, dark brown sugar and cracker crumbs. Dust with cinnamon. Pour 1 large bottle of ginger ale in the pan, 2 oranges and 1 lemon, sliced. Return ham to oven, increase the heat to 400° and bake for 1 hour longer, basting occasionally. Strain sauce in pan and serve with ham.

A Good Victuals recipe




# Try the field-fresh flavor of Del Monte® plantation pineapple



SPOON IT OVER VANILLA ICE CREAM! DEL MONTE Crushed Pineapple makes a special sundae in seconds! Such delicate fruit flavor takes a lot of growing, a lot of knowing—and we specialize in both on our own DEL MONTE pineapple plantations. Each pineapple is patiently sun-ripened until the flavor is a perfect blend of tart and sweet. Then we harvest and can at peak speed! That's why, if you want all the natural field-fresh flavor of the finest pineapple, you'll buy DEL MONTE Pineapple—the brand that always puts flavor first!

*5 fine styles–tender SLICES, dainty TIDBITS, bite-size CHUNKS, handy CRUSHED, refreshing JUICE*



# For weight watchers... new low-calorie **D-ZERTA PUDDING**

Now dieters can satisfy that hankering for dessert with new D-Zerta Puddings—*Vanilla*, *Chocolate* and *Butterscotch*.

D-Zerta Puddings are made without sugar, but they have all the sweet, melt-in-your-mouth goodness of America's best-liked puddings. Get plenty because the whole family will enjoy them.

D-Zerta Gelatin is made without sugar, too. Try all 6 flavors for bright, tempting desserts and refreshing salads!

D-Zerta and Jell-O are registered trade-marks of General Foods

| Compare the calories in one serving | |
|---|---|
| Apple Pie | 377 |
| Chocolate Layer Cake | 356 |
| Lemon Snow | 249 |
| D-Zerta Pudding (*with skim milk*) | 54 |
| D-Zerta Gelatin (*all 6 flavors*) | 12 |





*(Pictured in Good Victuals on page 80)*







## *Convertible Candelabra Changes to Suit the Mood and Occasion*

• **This distinctive handmade crystal candelabra boasts a chameleon-like personality. Dress it up or down for any mood or occasion. Use just the base to hold a single candle; add the arm, with or without the crystal bobeche and prisms if you prefer simplicity. Or for glamor and glitter, use all the fixin's for a traditional candlelight dinner.**

See "Where Credit Is Due," page 148

# HOW TO IRON YOUR RUFFLED CURTAINS

Ever try to iron ruffled curtains with three or four children running through the house? It seems you're inevitably stopping to help blow a nose or fix a lunch, doesn't it? Ironing curtains takes time —granted. However, here are some hints that may help this job seem almost a breeze.

If you use a dry iron on a pre-dampened curtain, iron the body first so you won't have to resprinkle it. Holding the heading, feed ruffle under lifted head of iron, press ruffle and move nose of iron into gathers. Iron should stay in about the same position on the board throughout ironing.

To eliminate sprinkling when using a dry iron, cover board with aluminum foil and then put down a completely damp, plain large bath towel. Iron curtain over the towel. Do ruffles first, then body—moving it away from you on the board.

With a steam iron, iron ruffles first using the method described above for the dry iron. Then iron body. Smooth, even strokes bring the best results.

If you are fortunate enough to own an automatic ironer, by all means use it! Do the ruffle first by feeding it over the pointed end of the shoe at a 45 degree angle. Iron into the gathers, a section at a time. A little practice will make you expert. Next do selvage edge to insure a perfectly straight curtain. Lastly, iron across curtain to front ruffle. Do this in sections until curtain is completed.

For better drape and folding, hang curtains immediately. All set? Let's take the drudgery out of refreshing ruffled curtains.

# Want to look better . . . feel better?

## Every day–keep fit and trim the Grapefruit Way!



**Happy ending to any meal!** Grapefruit sections are wonderful—morning, noon or night! Serve them right from the can . . . serve them party pretty "standing up" in a parfait glass with a melon ball or two and a sprig of mint.

**Main-dish salad like this is a hearty, healthful,** but not *heavy* luncheon dish. Just arrange luscious, ready-to-serve canned grapefruit sections, separated by "spokes" of cucumbers and pickled beets, around a mound of cottage cheese, delicately tinted pink with beet juice. Garnish with parsley or watercress. So good and so good *for* you.



**Ready-to-serve breakfast treat** . . . here's "Instant Grapefruit," all set to serve right straight from the can in seconds! And . . . this tangy, zestful fruit, canned at its sun-ripe best, is Nature's *richest* source of vital Vitamin C you need *every single day*—and so economical, too.




**LOW IN CALORIES...**
**HIGH IN VITAMIN C!**
**AND SO CONVENIENT...**
**READY-TO-SERVE!**

YOUR CHOICE OF BRANDS

PACKED WITH FLORIDA SUNSHINE

Luscious GRAPEFRUIT SECTIONS

*Canned in Florida*

©Florida Citrus Commission, Lakeland, Florida, 1957

JUNE TOWNE

# TAKE A



**SPEAKING OF PEARS . . .** they're a pantry must. You can do so much with a can of pears that it's hard to imagine anything more universally appealing than this delicious fruit. Have you ever tasted **PEAR-FRUITED COFFEE CAKE** (right)? If you haven't you don't know how simply scrumptious a pear dessert can be. Don't forget to try pears, too, in cobblers and upside-down cakes, as variations.

**BLUSHING PEAR SALAD.** The pear, like many of our favorite fruits, combines beautifully with cottage cheese. Here we get bonus attention by tinting the pears with fruit coloring and garnishing the plate with sugared fresh grapes (top left). You can experiment with coloring pears by using as many shades as you can find in artificial fruit colors. Who knows, you may even be able to color-coordinate your salad with the main course!



**PEAR HONEY** (center left) is a treat you can't afford to miss. And who would believe you could make a full pint of this wonderful preserve from just *one* #2½ can of pear halves? It's good news when you can find that both labor costs and food costs are low on a new dish. You'll find this is delicious on a breakfast muffin or a dinner roll.

**PEAR TRIFLE DESSERT** can also serve as an eye-catching centerpiece with its rainbow of colors —gold, crimson and creamy white. Make this attractive dish by lining a glass bowl with cake pieces or ladyfingers. Then carefully spread the cake with jam and cover with strawberry (or any flavor) instant pudding. After the bowl is topped with pear slices, place it on a mirror and reflect the lovely colors of the whole dish.



**PEAR CRISP** (lower left) is extremely easy to make. Even though fruit-crisp recipes are, of course, as myriad as apple pies, this is exceptionally good. You'll find it surprising what a dash of spice and a squeeze of lemon can do for this dessert. If you prefer, substitute allspice for the cinnamon. Allspice with pears is something to taste! You may even sprinkle cinnamon or allspice on the whipped cream topping.

**PICKLED PEARS** (center right) make an appealing garnish to a platter of turkey, ham or a roast. For a deep orange color to the pears, try adding a few drops of food coloring to the syrup. These can be easily adjusted to suit individual tastes and temperaments. If you like more spice, let your taste buds guide your hand with the cloves and the stick cinnamon. A bit more vinegar adds a nip.

For details about table appointments, see "Where Credit Is Due," page 148

# CAN OF PEARS







*Try These Delicious Recipes on Page 93*



You bake it better with the "flower" of the wheat...

# Gold Medal makes a "Flower" of a Popover

Gold MEDAL

**EASY POPOVERS... *Another Gold Medal "Flower" by* Betty Crocker**



A recipe so quick 'n easy you can bake these hot, crusty "special treats" as often as you like. Each one pops up into a delicate, light Gold Medal "Flower"! That's because Gold Medal *is* the "flower" of the wheat... the very finest part. It gives you such confidence, such rewarding results every time you use it... in *every* delicious homemade you bake.

**1 cup *sifted* GOLD MEDAL Flour** **1 cup milk**
**1/2 teaspoon salt** **2 eggs**

Heat oven to 425° (hot). Beat ingredients together with rotary beater *just* until smooth. Overbeating will reduce volume. Pour into well greased oven-glass custard cups (½ full). Bake until golden brown, 40 to 45 min. Serve at once. *5 to 9 popovers.*



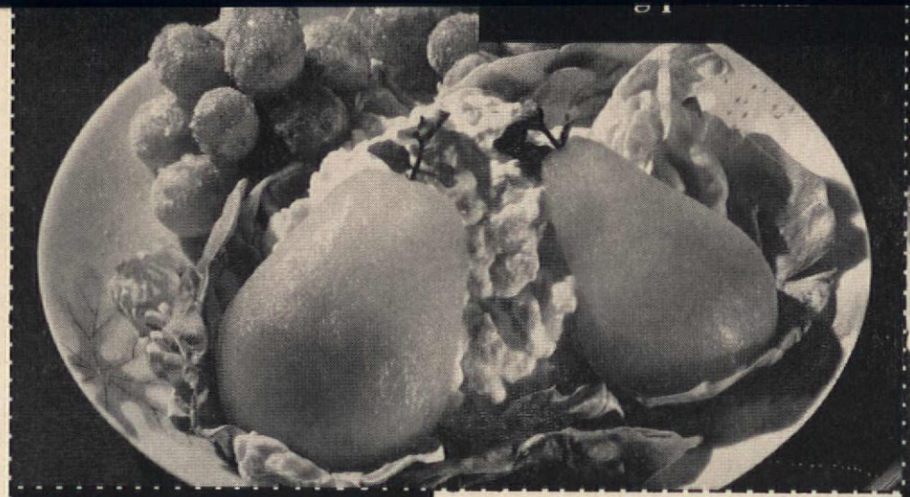

**Bake it Better WITH Gold Medal**

General Mills

THE "*Kitchen-tested*" FLOUR

# Take a Can of Pears

(pictured in color on page 90)



## • pear honey

***Preparation time: 40 min.***

1 can (#2½) pear halves, drained
½ c. honey
½ c. sugar
½ c. water
2 tsp. grated lemon rind
½ tsp. ginger

• Combine all ingredients in large saucepan. Bring to a boil and boil rapidly, stirring frequently, about 30 minutes, or until fruit is clear and syrup is slightly thick. Pour into hot, sterilized jars and seal immediately.

***Serves 8 (1 pint)*** ***150 cal. per Serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS



## • pear crisp

***Preparation time: 10 min.***
***Baking time: 25-30 min.***

1 can (#2½) pear halves, drained
1 tbs. lemon juice
¼ c. sugar
½ c. flour
¼ tsp. cinnamon
3 tbs. butter or margarine

• Arrange pear halves in shallow baking dish; sprinkle with lemon juice. Combine sugar, flour and cinnamon in small bowl; cut in butter to form crumbs. Sprinkle crumb mixture over pears. Bake in hot oven (400° F.) 25 to 30 minutes or until golden brown. Cool; serve topped with whipped cream, if desired.

***Serves 4*** ***200 cal. per Serving*** ***Source of Vitamins A, B, C***

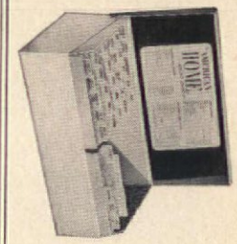
*Tested in* THE AMERICAN HOME KITCHENS



## • pickled pears



## • pear trifle

You needn't lose these recipes! Keep your recipe collection up to date in the most practical, easy-to-use and business-like file ever—The American HOME Menu Maker. It's a smart and easy-to-carry steel file box. To get yours, send $2.50 to:

**The American HOME, Dept. MR**
**American HOME Building, Forest Hills, N.Y.**

## • pickled pears

***Preparation time: 20 min.***

1 can (#2)) pear halves
¾ c. pear syrup
½ c. sugar
¼ tsp. salt
⅓ c. vinegar
6 whole cloves
1 (2-inch) stick cinnamon

• Drain pears. Combine pear syrup with remaining ingredients in saucepan. Bring to a boil and boil 10 minutes. Add pears and bring just to a boil. Remove from heat and cool. Store in covered jar or bowl in refrigerator overnight.
Serve with roast loin of pork, baked ham, or with poultry.
Note: For deep orange color, add a few drops of food coloring to the syrup.

***Serves 4*** ***185 cal. per Serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS

## • pear trifle

***Preparation time: 20 min.***

Leftover sponge or pound cake, cubed or sliced, or ladyfingers
⅓ c. to ½ c. sherry
¾ c. strawberry jam
2 c. cold milk
1 pkg. strawberry instant pudding
1 can (#2) pear halves, well drained and sliced

• Line a serving bowl with cake pieces or ladyfingers; pour sherry over cake and let soak about 5 minutes. Carefully spread cake pieces with strawberry jam. Pour milk into mixing bowl. Add instant pudding mix and beat slowly with egg beater just until well mixed, about 1 minute. Let stand 5 minutes to set. Gently turn out over cake, top with pear slices. Garnish with a spoonful of jam. May be served immediately or chilled 1 hour.
NOTE: Other jam and pudding combinations may be used with pears. Try raspberry, apricot, peach or cherry jam with lemon or vanilla instant pudding; or pineapple jam or orange marmalade with butterscotch instant pudding.
Regular cornstarch pudding, cooked and chilled may be substituted for the instant pudding.

***Serves 6*** ***360 cal. per Serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS



## • pear honey



## • pear crisp

## • blushing pear salad

***Preparation time: 10 min.***

1 can (#2½) pear halves, drained and tinted
1 lb. Malaga grapes, sugared
1 hd. Boston lettuce
1 pt. cream style cottage cheese
mayonnaise (optional)

• To tint pears: add a few drops of red food coloring to 2 tbs. water and apply with finger to pears for a rosy blush.
To sugar grapes: cut washed bunch of grapes into small clusters. Dip in slightly beaten egg white; let excess drain off. Then sprinkle generously with sugar and let dry for several hours on a rack.
Salad: fill lettuce cups with cottage cheese; top with pear halves and garnish with sugared grapes. Serve with mayonnaise, if desired.

***Serves 4*** ***220 cal. per Serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS

## • fruited coffee cake

***Preparation time: 15 min.***
***Baking time: 35-40 min.***

1½ c. flour
1½ tsp. baking powder
¼ tsp. salt
⅓ c. sugar
3 tbs. shortening
1 egg, slightly beaten
⅔ c. milk
1 can (#2) pear halves, well drained
4-6 apricot halves, drained and cut in half
2 tbs. apricot jam (or currant jelly or orange marmalade)

• Sift flour once; measure; add baking powder, salt and sugar and sift again. Cut in shortening with pastry blender. Combine egg and milk. Add to flour mixture and stir until all flour is moistened. Spread evenly in well greased 9-inch square pan. Arrange pear halves and apricot quarters on top of dough. Bake in hot oven (400° F.) 35-40 minutes. Remove from oven and immediately brush entire top with jam or jelly.

***Serves 6*** ***290 cal. per Serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS




AMERICAN HOME *Magazine* offers cellophane envelopes for protecting recipes in your card file. They come in a standard 3 x 5 inch size and are open at both ends so that recipes may be easily inserted. You can order them in lots of 100 for $1 from:

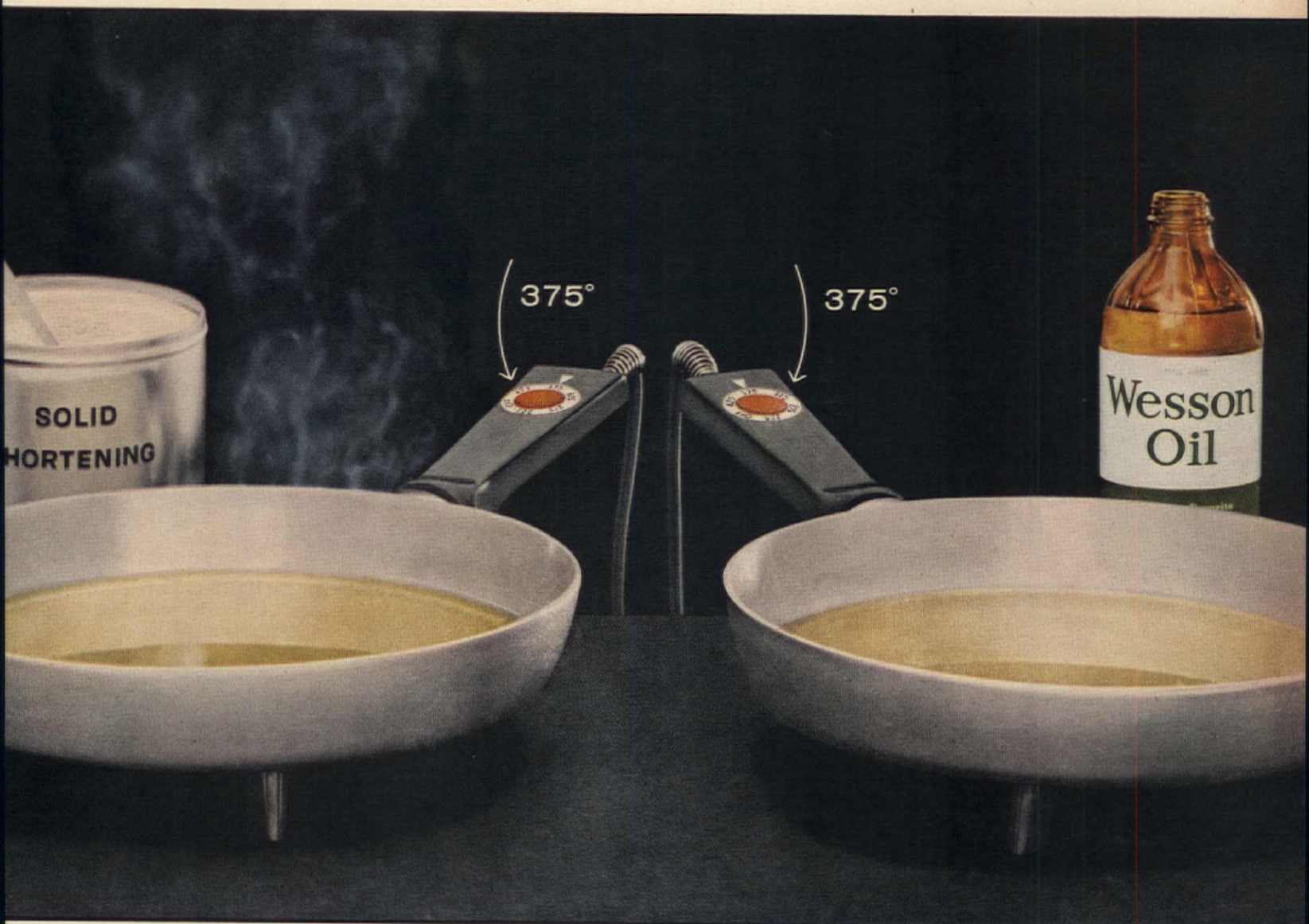
**The American HOME, Dept. J-55**
**American Home Building, Forest Hills, N. Y.**




# Take a Can of Pears

(pictured in color on page 90)

# Wesson® Oil
## takes the smoke out of frying!




**SOLID SHORTENINGS SMOKE.** The special ingredient they contain, that makes them good for baking, breaks down at frying temperature. Smoking shortening is breaking down, and that can hardly be good for you.

**WESSON OIL DOES NOT SMOKE** because it is *all* shortening in its purest form—nothing added. Wesson is so clear and brilliant, so light in body, it sparkles as it pours. No other as fresh, as pure, and as light.

© 1957 WESSON OIL & SNOWDRIFT SALES CO.

### Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

Easier and thrifty—Wesson's the shortening you pour and can use again and again

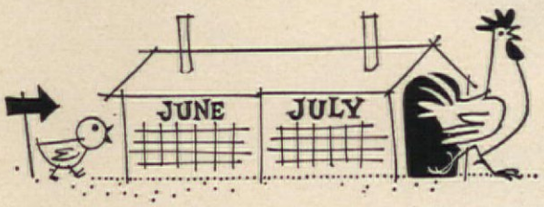
**NEW!**
**NO-DRIP BOTTLE**
Stops mess—stops waste.
Only Wesson Oil has it!



# You Should Know...

SINCE WE ARE SUGGESTING *interesting variations and surprises for chicken cookery for Family Food this month, you might like to know of some interesting facts about fowls we heard recently. Remember the man who promised "a chicken in every pot"? That may have been something then, but today it's far exceeded those meager expectations. For instance, we Americans are consuming an average of 23 pounds of chicken per person per year. That's a pile of chicken bones compared to 30 years ago, when the average consumption was only 2½ pounds per person—hardly bigger than a package of frozen chicken thighs!*

*And here's another interesting bit of information: Few chickens ever know their mothers today. When they're hatched from the egg, they're put into modern, well-equipped houses where one man can easily take care of 10,000 chicks alone. Some raisers breed up to 25,000 at a time. Instead of the 16 weeks it once took to raise a three-pound broiler, with modern, scientific feeding—and less feed too—the chick is ready for the market in nine weeks. The quality in chickens is better than it was years ago, at the same price, in spite of the general price rise of everything else. Here is one case where you honestly get more for your money than in the good old days.*




*Where do we go from here? Well, the poultry men of course are hoping that Americans will soon be eating as much chicken as they do beef and pork, and from all indications, the trend certainly seems to be in that general direction. In case all this talk is beginning to whet your appetite, check the recipes on these pages!*

**HAVE YOU NOTICED that low-temperature cooking is now being recommended for indoor as well as outdoor cookery in almost every article on barbecuing that you read? Directions state, "A hot fire is not necessary. Use a small amount of charcoal or briquettes." When these directions are followed, indoors or outdoors, there may be the need for some help in giving the meat, fish and poultry some extra exterior brownness. Our tests in both our homes and American HOME Magazine kitchens have shown that pre-brushing meats with a *gravy browner* makes the results from the recommended small amount of fuel for low temperature cooking quite satisfactory. The final product is still an attractively browned, evenly cooked piece of meat—but cooked with a minimum of shrinkage *and* a minimum of fuel. Include this as another economy idea for your cooking budget.**



*For hearty eaters and recipes for cooking fowl in a economical ways*

# Family Food



Eating takes on a new importance, now that the summer interlude of vacations is over. Most of us have returned home to start another season of school, club and social activities with the same burst of energy that is prompted by spring. Now, few occasions seem successful without some good eating. But this is a different kind of eating—no bread and butter, catch-as-catch-can meals. To feed a crowd on this level takes a bit of doing—like a big fat stewing chicken! As a matter-of-fact, it would be impossible to name all the good dishes than can be made from stewing chicken. The age of the bird doesn't seem to matter. The older, tougher fellows take longer to cook, but seem to give a better flavor. So let's strike out from here with four well-chosen recipes in favor of this old-fashioned feast. And let your motto be: do it ahead, or just use leftovers!

First of all, quarter the chicken. Put it in a pot, cover it with water and keep it covered until it cooks tender. How long that will take only you can tell, for it depends upon the age and the innocence of the bird itself. When the fork goes into the drumstick easily it's done. Incidentally, this small cooking chore can easily be done a day or so ahead of time. Then, when you're hungry for a fine dinner dish such as CHICKEN FRICASSEE with GRAVY and STEAMED DUMPLINGS, pick out the quarters, brush them with butter, brown them under the broiler and follow the rest of the recipe. That's awfully good Family Food. For something just a bit fancier, but from the same basic recipe, there's the GLAZED (fruit glaze, that is) CHICKEN idea with a FRUIT DRESSING. Here again, use the broiler browning treatment; then follow the recipe. If you have some pieces left over or you've stewed two of these inexpensive birds for future reference, don't forget that chicken loaf is mighty good fare. Especially when it's CHICKEN NOODLE LOAF. Another is CURRY CRUSTED CHICKEN POT PIE, a sturdy dish made from the same original brew. Again, let us remind you that each dish we've photographed has a recipe for it on the back of each picture. Clip out, following the white lines, and file in your menu file.

*epicurean eaters:*

*number of tempting,*



• chicken fricassee with gravy and dumplings



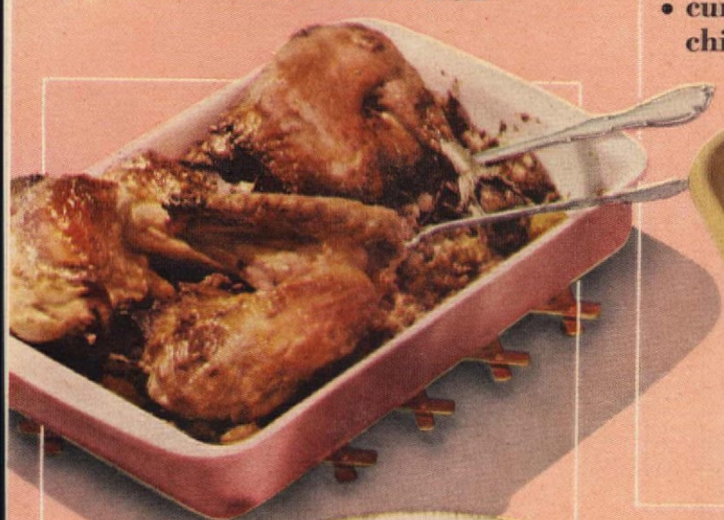
• chicken noodle loaf

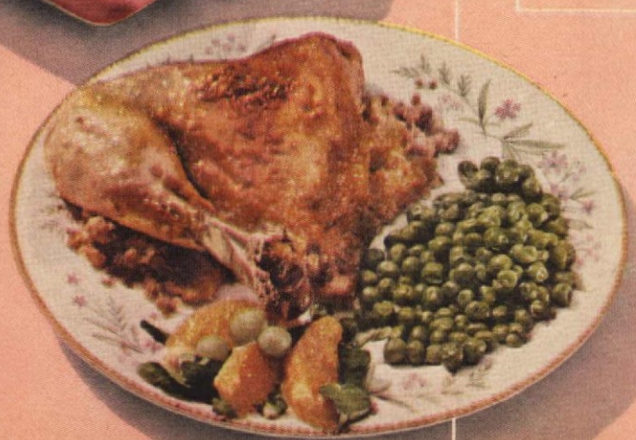


*FOR THESE RECIPES, JUST TURN THE PAGE*

• curried crusted chicken pot pie







• glazed chicken with fruit dressing

*"Delicious!" will be an understatement when the family digs into one of these chicken recipes*

For details about table appointments, see "Where Credit Is Due," page 145

## • chicken fricassee with gravy and dumplings

***Preparation time: 2 hrs.***
***Serves 4*** ***950 cal. per serving***
***Source of Vitamins A, B, C***

4-5# stewing chicken, quartered, and giblets
1 carrot
1 large onion
few sprigs parsley
1 stalk celery with leaves
1 bay leaf
6 whole peppercorns
1 tsp. salt
½ lemon
water to cover

• Combine ingredients in large kettle; simmer 1 hour or until chicken is tender. Remove chicken, strain stock and boil down to 3 cups. Cool, skim off fat to use in gravy. Chop giblets.

CHICKEN FRICASSEE: Blend 6 tbs. chicken fat and 6 tbs. flour in large saucepan. Cook and stir over low heat until lightly browned. Gradually add 3 c. chicken stock and cook until thick and smooth. Stir in ½ c. cream, chopped giblets, and salt and pepper to taste. Remove from heat.

Place chicken in shallow pan, brush with butter, and brown in broiler. Add chicken to gravy, boil, then lower heat. Drop dumpling mixture by spoonfuls in gently boiling gravy, cover and cook 15 minutes without removing cover. Serve at once.

DUMPLINGS: Sift together 1½ c. sifted flour, 2 tsp. baking powder and ½ tsp. salt. Cut in 1 tbs. shortening; add ¾ c. milk and ¼ c. chopped parsley.

*Tested in* THE AMERICAN HOME KITCHENS

## • chicken noodle loaf

***Preparation time: 10 min.***
***Baking time: 1 hr.***

2 eggs
2 c. finely chopped cooked chicken
2 c. cooked thin noodles
¼ c. chicken stock
2 tbs. finely chopped onion
¼ c. chopped celery
1 tsp. salt
¼ tsp. pepper

• Beat eggs slightly, add remaining ingredients; blend well. Press mixture into well-greased 8x4x3-inch loaf pan. Bake in moderate oven (350° F.) 1 hour until done. Turn out on hot platter and serve sliced with mushroom gravy. Loaf may be garnished with whole cranberry sauce piled in green pepper rings.

Note: Chicken Loaf may be frozen *before baking*.

***Serves 4*** ***270 cal. per serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS

## • curried crusted chicken pot pie

***Preparation time: 25 min.***
***Baking time: 25-30 min.***

1 recipe pastry or 1 pkg. pastry mix
2 tsp. curry powder
⅛ tsp. cayenne
2 c. diced cooked chicken
¾ c. sliced cooked carrots
8 small whole cooked white onions
2 tbs. chopped pimento
2 c. chicken gravy

• Prepare pastry according to favorite recipe or package directions, stirring curry powder and cayenne into mixture before adding water. Roll pastry ⅛-inch thick and line four 4-inch tart pans. Cut four 4-inch circles for top crusts. Combine chicken, vegetables and gravy and fill pastry shells. Moisten edge of pastry with water, place top crusts over filling, and press edges together with fork. Cut slits in top for escape of steam. To get the best possible browning for the bottom crust, bake on a cookie sheet in hot oven (425° F.) 25 to 30 minutes.

Note: Chicken Pot Pies may be frozen *before* baking. Do not cut slits until ready to bake; proceed as above.

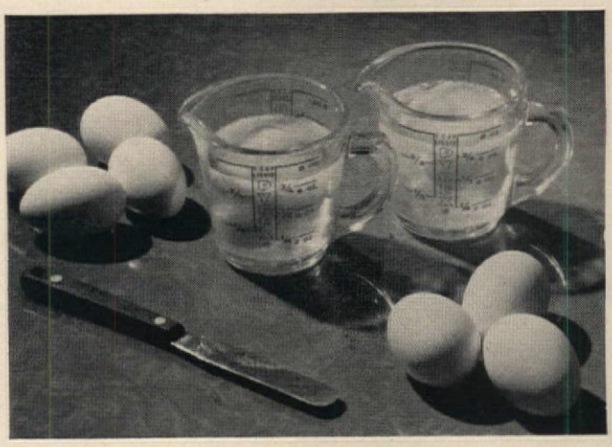
***Serves 4*** ***750 cal. per serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS

# You Should Know (Continued)

HAVE YOU BEEN WATCHING *your grocer's shelves for the new products appearing there? We've been busy testing some. One we really like is the new lemon custard angel food cake. It's a mellow custard flavor with a delicate hint of lemon. Try it plain or with a whipped cream and cocoanut frosting, or as the basis for a refrigerator torte. A real timesaver appeared in frozen foods cabinets when* RISSOLE POTATOES *arrived. How we all love these crisply browned potatoes in restaurants! But they've been such trouble at home. Now they come frozen, and all we have to do is pop them into an oven for minutes. In some areas you'll find frozen* ITALIAN GREEN BEANS (FAGIOLI)*—an interesting wide bean. Cook them carefully, for they're very tender.*

# EGGS ARE EGGS—BUT SIZE MAKES A DIFFERENCE



LITTLE EGGS OR BIG EGGS—you *do* have to pay some attention to the size of eggs you're using in a recipe. Remember that, according to U.S. standards, the minimum weight for large eggs is 24 ounces per dozen; for medium eggs, 21 ounces a dozen; and for small eggs, 18 ounces a dozen. Recipes are usually developed with medium-sized eggs. If you buy another size you'll get better results if you adjust your recipes. The rule is: 6 medium eggs equal 5 large eggs or 7 small ones. Some recipes give egg amounts by the cupful, which makes the size of the individual egg immaterial. In many dishes, too, such as omelets, scrambled eggs, etc., "an egg is an egg"—no measuring necessary.

## • glazed chicken with fruit dressing

***Preparation time: 1 hr.***
***Baking time: 30 min.***

4-5# stewing chicken, quartered
1 c. herb-seasoned bread crumbs
¼ c. chopped celery
1 c. diced orange sections (two medium oranges) *OR* 1 c. seedless grapes
2 tbs. chicken stock
½ tsp. vanilla
3 tbs. melted butter or margarine
¼ c. apricot jam or orange marmalade
¼ c. hot water

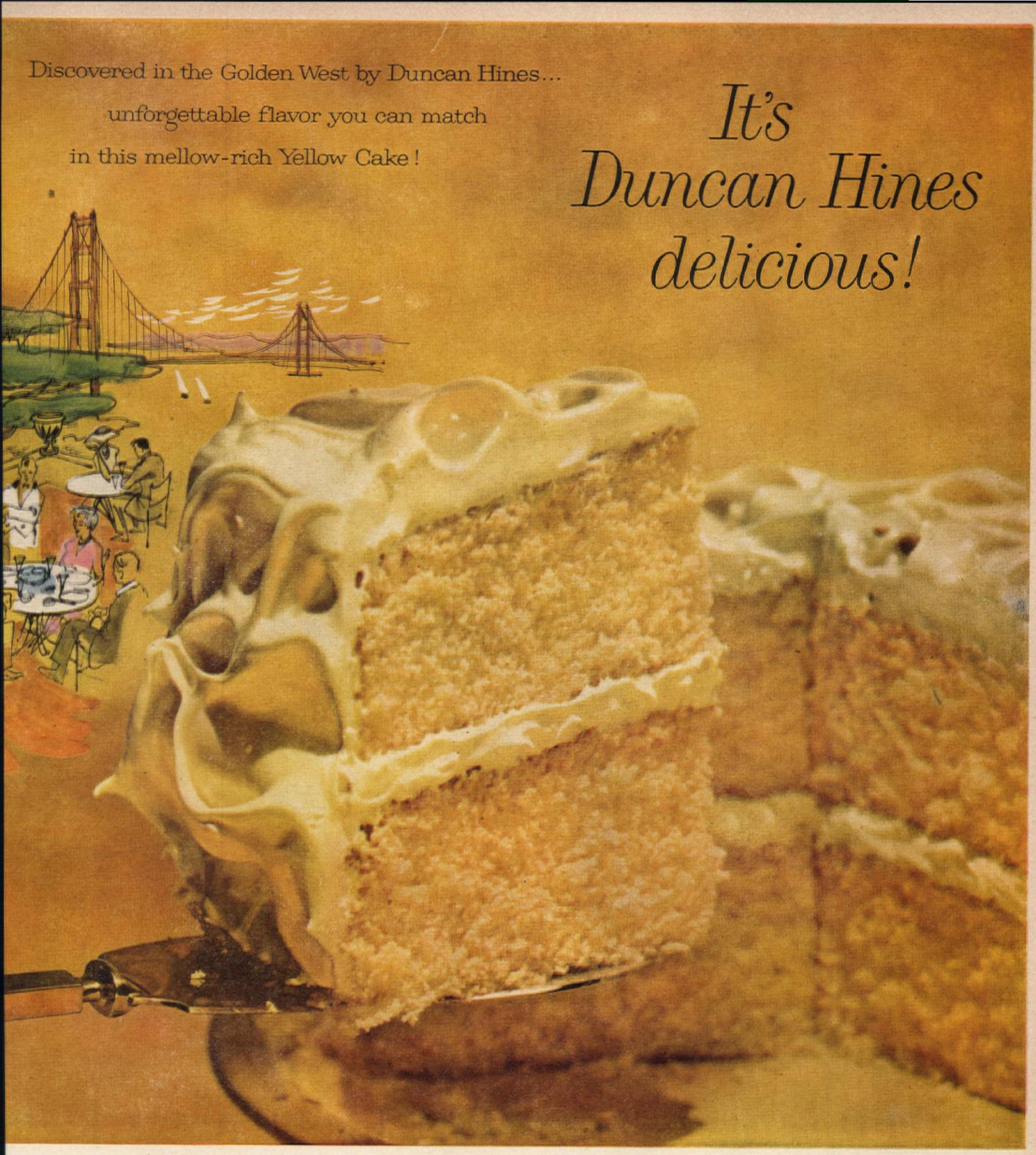
• Cook chicken pieces as for Chicken Fricassee; set aside. (This may be done in advance.) Combine bread crumbs, celery and orange sections or grapes, add chicken stock, vanilla and melted butter and toss together until well mixed. Soften jam with hot water. Turn dressing into shallow, lightly greased baking dish; place chicken pieces on top. Bake in hot oven (400° F.) 30 minutes, brushing occasionally with the jam, until chicken is well glazed. Serve with chicken gravy, if desired.

***Serves 4*** ***630 cal. per serving*** ***Source of Vitamins A, B, C***

*Tested in* THE AMERICAN HOME KITCHENS

Discovered in the Golden West by Duncan Hines...
unforgettable flavor you can match
in this mellow-rich Yellow Cake!

# *It's Duncan Hines delicious!*






This is real old-fashioned rich Yellow Cake . . . with the mellow perfection that delighted Duncan Hines, America's authority on good eating! Its pure, sunshiny flavor is our Duncan Hines secret. But this much we can tell you: All the good things that go in it are fine and fresh . . . fresh as the two fresh eggs you add. Serve it tonight. You'll be mighty cake-proud *any* time you bake with the mixes signed "Duncan Hines"!

Duncan Hines
AMERICA'S AUTHORITY ON GOOD EATING

*Just one of ten fabulous cake mixes...each "Duncan Hines delicious"*




# Easy as A-B-C . . . with Revere Ware

Easiest thing there is—every day in the year—to cook to the king's taste with Revere Ware! Because Copper-Clad Stainless Steel Revere Ware does its cooking with *low* heat . . . keeps in the real delicate, mouth-watering flavors . . . gives the family the benefits of all the health-building vitamins, minerals and garden-fresh colors in the food! Easy does it, too, when it comes to cleaning! Wipe Revere Ware jewel-bright in jigtime. It's the world's finest and from Keokuk, Iowa to Bangkok in faraway Thailand good cooks swear by it . . . for decorative beauty and for cooking ease. So from now on why not make your cooking easy as A-B-C . . . with Revere Ware? It is made by Revere Copper and Brass Incorporated of Rome, N. Y.

COPPER CLAD 18 01 REVERE WARE STAINLESS STEEL

*P. S. There are over 100 Revere Ware utensils including covered sauce pans, double boilers, sauce pots, french chef skillets and tea kettles. See them now at your favorite store!*




SAMAE—the instant copper cleaner —keeps that extra gleam on your Revere Ware. Fast and easy!

# USE YOUR DRYER FOR FALL FRESH-UP

Last year's toys are pretty well worn by now, but it's just two more months 'til Christmas. Revive these favorites with a suds bath and scrub brush. Dry in your automatic dryer. If the toy has button eyes, put it into a pillowcase before drying. Regular baths will help to lengthen the life of these cuddly animals.





Winter clothes, slipcovers, linens, draperies in storage? Freshen them up in your automatic dryer. Put article in dryer; set control for "air" or lowest heat; revolve about 15 minutes. For storage, clean items, but do not press; pack in plastic waste container or the like; add moth preventive; then cover.

# It's Lunch-Box Time For the Young Ones

**LUNCHBOX SANDWICHES**

1. Hard-cooked egg and chopped frankfurter combined with mayonnaise and seasoned with pickle relish on white bread.
2. Dried chipped beef and cream cheese on whole wheat bread.
3. Minced ham salad, chopped prunes and nuts combined on buttered frankfurter buns.
4. Peanut butter and mashed bananas on buttered white bread.
5. Salmon salad with shredded cheddar cheese on rye bread.

**THERMOS FILLERS**

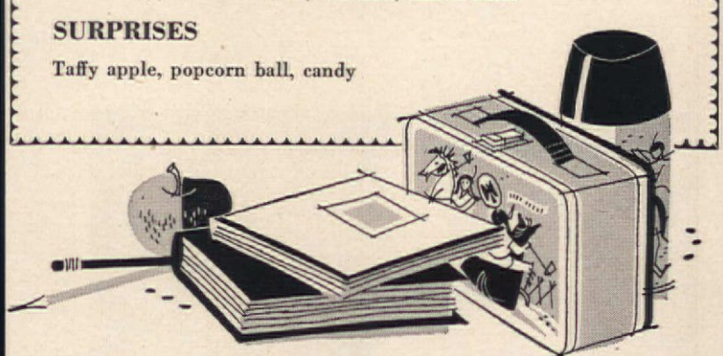
Cream pea soup, chocolate malted milk, lemonade, tomato juice

**PACK ALONGS**

Deviled egg, whole tomato, finochio, carrot curls

**SURPRISES**

Taffy apple, popcorn ball, candy







**74% more food energy than fresh whole milk**

**in every delicious serving!**

Milk is Nature's best food—as every mother knows. It's needed for strong, sturdy bodies, for growth, for vitality. But a serving of ROYAL PUDDING gives you all the benefits of the milk you make it with *plus 74% more Food Energy*. Get *Regular* ROYAL for easy-to-cook, velvety-smooth Pudding and Pie Filling . . . no-cook *Instant* ROYAL for quick, melt-in-your-mouth desserts.

FOR SCRUMPTIOUS DESSERTS EVERY TIME . . .

**Always Reach For Royal**




TWO FINE PRODUCTS OF STANDARD BRANDS INC.




ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

*This coffee tells you it's fresher*

It greets you with a louder *whoosh* and the livelier aroma that forecasts fresher, fuller-flavored coffee in each satisfying cup. Why? Because Chase & Sanborn Coffee is the *only* leading brand that's *pressure* packed. And pressure packing preserves coffee freshness and flavor better than any vacuum can or bag.

*Chase & Sanborn Coffees are served by more fine hotels and restaurants throughout America than any other brand.*

**Chase & Sanborn**

***Fresher because it's pressure packed***

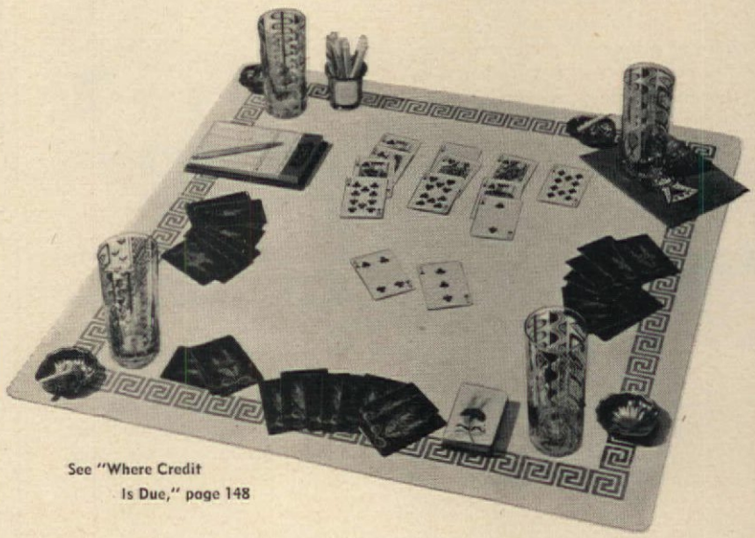
Give yourself a FLAVOR BREAK

**INSTANT**
**CHASE & SANBORN**—the full-bodied coffee




YES, THAT'S DIANA LYNN . . . STAR OF TELEVISION AND MOTION PICTURES

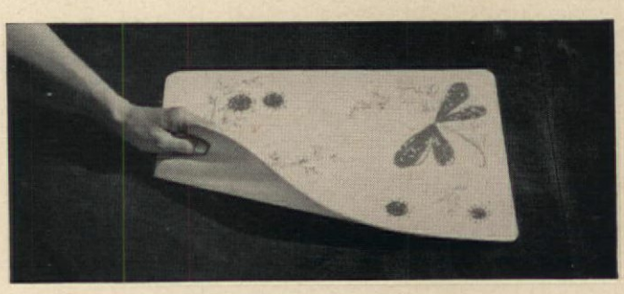

# THEY'RE NEW, PLASTIC AND TUB-ABLE



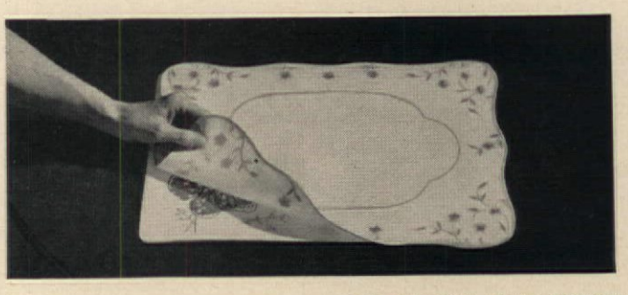
See "Where Credit Is Due," page 148

Here's one way to cut down on your washing and ironing. Try plastics. There's a wealth of new designs to choose from in tablecloths and place mats—many that look like linen or fabric and are pretty enough for company. Take the examples on this page: the tablecloth cover fits the top of a regular size bridge table with no sides or straps to bother with. And when it's time to serve food, there's no need to replace it with another cover. Alcohol- and stain-proof it wipes clean with a damp cloth, takes hot dishes because it's foam rubber-backed.

The "placesetters" of the year are these heavy-gauge vinyl mats with a linen embossed finish. Underlined with foam rubber, they stay firmly planted on wood, metal or glass; also act as a cushion to muffle clatter of dishes. PLEASE TURN THE PAGE



*Non stain—non skid—*
*at home with fine tableware*





# BUY YOUR KITCHEN AS YOU BUY YOUR WARDROBE

**MONTEREY Ensemble:** Monterey Basic, Toppers and Separates *plus* counter-top cooking center and wall-oven unit. In "Sandalwood" beige. Complete kitchens about $52* a month.



**Start with Monterey Basic:** Cabinet sink, 2 base cabinets, and a new *lighted* pantry unit...all in satiny custom-steel. About $295.*

**Add Toppers:** Two exclusive matching new wall cabinets with furniture finished wood doors and roomy utility cabinet expand your basic. This complete kitchen about $495.*

**Then Add Separates:** More wall cabinets, pantry cabinets, Food Waste Disposer and Big 30" Jet-Tower® Dishwasher. Complete kitchen shown above, about $27* a month.

Now you can select the kitchen you want with the same sure style sense, the same sure economy sense you use when you build a wardrobe. Future-Fashioned Monterey styling gives you beautiful pieces to combine and build just the kitchen *you* want. And "Sandalwood" beige blends with anything!

**NOW! NO DOWN PAYMENT...36 MONTHS TO PAY***

*New a.b.c. easy payment plan on Youngstown Kitchens units can include installation. See your dealer.

Youngstown Kitchens®

DIVISION OF AMERICAN-Standard

WARREN, OHIO

AMERICAN-Standard PRODUCTS

For new colorful catalogue of exciting kitchen-planning ideas send 10¢ in coin to Youngstown Kitchens, Dept. EL, Warren, Ohio. Just write your name and address in margin of this page.

NAME ADDRESS CITY STATE




The gal who's got a way with dogs—gives them new **Gaines Biscuits** every time!

And no wonder! These new Gaines Biscuits have the variety dogs love—plus the nourishment dogs need...all in one box!




*6 tasty flavors!*
*6 happy colors!*
*6 playful shapes!*

*A Product of General Foods*

**P.S.** 

*For regular feeding, watch your dog thrive on new* **Gaines Dog Menu**


**(Continued)**

Even though vinyl cloths are resistant to all types of food stains and most of them can be wiped off with soap and water, stubborn stains, such as mustard, can be removed by using a mild cleanser without any ill effects to the plastic coating. However, should the need arise, the cloth can be washed by hand or washing machine, and even ironed. Follow directions.

If you have an ironer, simply set the thermostat on a low temperature, turn the cloth on the wrong side and run it through singly. Do not fold it in half but run one half of the cloth through first; then repeat for the other side. Avoid pulling on the corners as it's going through or you may pull it out of shape.





# I on a Diet

**(Begins on page 74)**

Well, they got through the summer so well that they decided it would be a timesaver to use this system all the time. Now Marcia Schuster makes double batches of nearly everything she cooks and puts half of it in the freezer. Thus, with very little additional effort she has most of another meal prepared. Just by experimenting day by day, lots of little tricks were born. She used the "brown and serve" idea for shortcakes during strawberry season and with an extra shortcake in the freezer, she could always have an elegant dessert at a minute's notice. One of her ambitions had long been to learn to make bread, but she was always discouraged because the recipes made at least two loaves, and sometimes four. Now Marcia has found that her freezer has taught her an age-old custom and certainly has revived the lost art of baking bread.

And while you may not find this next item in any of the freezer books, there is nothing to say that you cannot try it, just as Marcia did, and if it meets with your approval . . . go ahead and do it . . . more power to you! When they are going to be away several days, the Schusters freeze an extra quart or two of milk, in the cardboard containers, so that on their return, there is milk on hand. It may not taste just as fresh as they like it, but it's better than none at all. It certainly saves stopping at a store to pick up milk when they're in a hurry to get home, and it thaws quickly when set in a pan of warm water.

Christmas season is another time when it is handy to have meals in the freezer. When there are so many extra holiday preparations, it is a joy to have a number of meals on hand that require only heating and serving. "Christmas cookies made ahead and frozen for that wonderful day are just as Christmasy," says Marcia. One thing for sure, making them far ahead, when you're not so rushed, can be lots of fun and helps to prolong the activities of a season that's far too short anyway.

And so, as all stories go, there is a start and a finish . . . but in this case the end is only the beginning of wonderful eating and better management for the Schuster family. They have concluded, as a result of their experiences thus far, that the use of a freezer is limited only by one's imagination and one's willingness to experiment. If you have a freezer now, or are considering adding one when the family budget permits, perhaps you can profit from the experience and experiments of the Schuster family.

THE END



**For longer wear** every Lees yarn is expertly "engineered" to bring out the best in each. Here's *Sierra*. Over 9200 springy all-wool loops per square foot give you extra durability, resiliency, at moderate cost. 13 decorator colors. About $140, room size 9 x 12.



**For vibrant, lasting color** Lees carpet yarn is deep-dyed with special long-lasting dyes. Take *Virginian*. 25 different colors are used in this pattern to give you glorious color combinations in this luxurious all-wool carpet. About $170, room size 9 x 12.



You'll be happier with those heavenly carpets by LEES

**For the most value** for your money. Own a Lees carpet for as little as 36¢ a day—about $10 a month on the Lees dealer budget plan. Take *Sparkletuft*. New tweed weave of 100% rayon for rich color at low cost. Heavy texture. Hard to stain. About $95, room size 9 x 12.

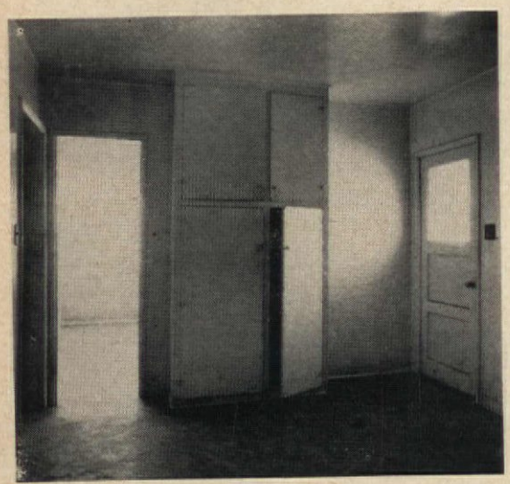
Lees carpets are sold through authorized dealers at prices ranging from $4.95 to $24.95 per square yard. You can trust your Lees dealer to give you expert advice and arrange time payments to suit you.

Lees® CARPETS

LOUISE PRICE BELL

# FOR LESS THAN $100

*They combined an old kitchen-porch into this beautiful family room*





Do you ever look at "before and after" stories and toss the magazine aside because they seem so impossible? The "before" shots are so hideous, the "afters" so glamorous, that you know the change must have cost plenty? Then you'll enjoy seeing how the Lowrys of Tucson, Arizona, dealt with a dirty kitchen and closed porch, because they did all the work themselves, and the cost was just under a hundred dollars. The only major change was the removal of the wall between the two old rooms. Doing this opened up the kitchen to create the combination kitchen-family room they wanted. Leaving a little of the wall along the ceiling formed a dividing line between two parts of the new room. Mrs. Lowry, who can whip up a curtain in a jiffy, made draperies for the family-room area in three shades of rust and then painted the cupboard ends in one of the coral shades of the curtains, thus adding a most tasteful fillip. Concrete floor is covered with light brown, vinyl-asbestos tile. PLEASE TURN THE PAGE


**international** *Furniture*



"Vermont" by International
brings real colonial charm to your home

Furniture as beautiful as a New England autumn, as cozy and comfortable as a wood-burning fire. Yet, with all its gracious, hospitable look, the "Vermont" group is functional, too (note the sectional in the background). Here is furniture with character, furniture that is meant to be lived with. Why not do your home in the Great American tradition—with "Vermont"?

Choose either spring or foam rubber cushions. And fabrics in handsome heathery tweeds or bright colonial prints.

"Vermont" prices as shown: sofa $189.50; companion wing chair $99.50; arm sections $119.50 each; center section $129.50. Love seat is also available. Prices vary according to fabric; slightly higher with foam rubber cushions.

*Write us for your "Vermont" dealer's name.*

**INTERNATIONAL FURNITURE** • *Division of Schnadig Corporation* • **4818 West Belmont Avenue, Chicago 41, Illinois**

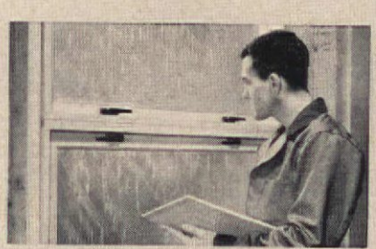


# A pretty view? Bring it in!
# Enjoy it in all-year comfort

Make your living room big as all outdoors and just as beautiful. A fresh new world is yours with the right windows—Andersen WINDOWALLS. These are the windows that give you fresh air *and* a view . . . new breathing space. And all year comfort, because Andersen WINDOWALLS are made of wood, the natural insulator—cooler in summer, warmer in winter, and always warm to the eye. Wood that's precision-worked for perfect fit. And chemically protected against termites and decay, so the beauty of Andersen WINDOWALLS lasts the life of your home. Ask your builder, architect or lumber dealer about Andersen WINDOWALLS. And for a host of ideas for window beauty, mail the coupon. Now. Tonight.

*Andersen Flexivents for window beauty in Rockford, Illinois. C. Edward Ware, architect.*

Andersen Windowalls
TRADEMARK OF ANDERSEN CORPORATION



**Weathertight.** "Hurricane tests," with terrific man-made rains, prove the tightness of Andersen WINDOWALLS. Cold, dust and moisture can't get in—and *you* get year-round comfort.



**Budget-right.** Builder Dave Fox features Andersen WINDOWALLS in the $16,900 project homes of Flair South, built by Fox & Jacobs Construction Company of Dallas, Texas.

**FREE booklets! Ideas for window beauty!**
Andersen Corporation, Bayport, Minn. AH-107

Send me FREE 36-page booklet of window beauty photos and ideas . . . 20-page booklet of window facts and information. There is no obligation.

*Please check:* ☐ *I plan to build* ☐ *I plan to remodel*

Name.....

Address.....

City.....Zone.....State.....




Moore's
One Coat
House Paint

**the paint you use when you're the painter**








**Half the Time**

- One coat does the work of two
- Holds its beauty and freshness longer
- Distinctive colors for your lovely home

**Half the Cost**

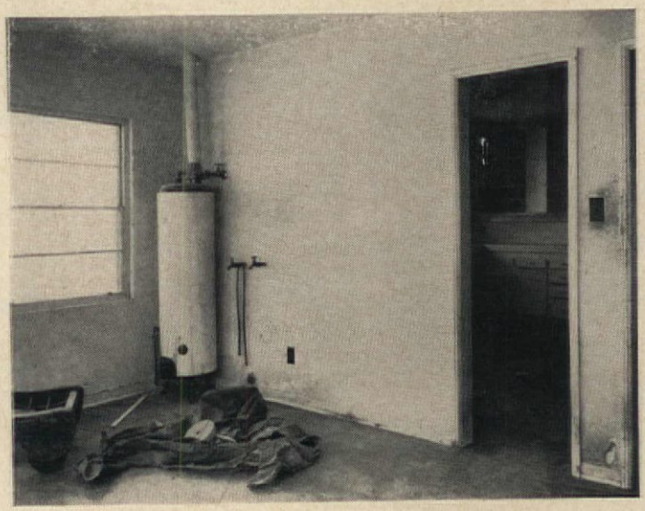
- Cuts repainting costs in half
- You need less paint to do the job
- You spend less time putting it on

Before you paint, check with your Benjamin Moore Paint Dealer . . . he's a good man to know.

Benjamin Moore® paints

FOR OVER 70 YEARS PREFERRED BY PROFESSIONALS . . . PERFECT FOR YOU


(Continued)

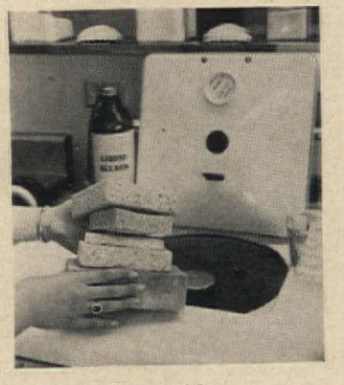




Old utility porch where laundry tubs and water heater formerly had been is now colorful family room. Comfortable chairs, convenient tables, T.V. (with long sofa on wall opposite it), floor without rugs, so dancing can begin at the drop of a hat, show why the family-room area is a boon to the youngsters and their friends.

## IS YOUR SPONGE SHOWING?





Bet you'll find cellulose sponges used in millions of homes every day in bathrooms, kitchens and laundries. Chances are that you use them for dishwashing, cleaning and wiping surfaces. But are you getting your money's worth from them? After they become dirty or stained, try bleaching them in your washing machine; the bleaching will clean them up and help to disinfect them. Don't discard a sponge simply because it has become dirty. It's unnecessary, and definitely wasteful. And by the way, it's a simple matter to cut up large sponges into smaller sizes for various jobs you may have.

# New Hoover Convertible



# The Cleaner with the Automatic Shift!




New Hoover *Convertible* is actually two cleaners in one

## *Fastest and cleanest pickup of all!*

**Long, low and rarin' to go!** Now, from Hoover, comes a new kind of cleaner—the *Convertible*. Its new two-speed motor with Automatic Shift makes it the most *complete* cleaner that ever came down the carpet.

Frisky and free-wheeling, the new *Convertible* races over carpets—yet does a job no cleaner short of a Hoover can match. Gets the deep-down dirt other cleaners can't get because *it beats, as it sweeps, as it cleans.*

**How Automatic Shift works**—Just click in the converter, and the big motor automatically shifts into high. Presto! . . . an extra burst of power for straight-suction cleaning—50% more than ever before. With new rear connection, the cleaner follows you as you clean. Exclusive double-stretch hose.

To get cleaning over with faster, and do it better, get the cleaner with the Automatic Shift—the new Hoover *Convertible*. Complete with accessories—$132.90.

HOOVER® FINE APPLIANCES
. . . around the house, around the world





# Nassau

**THE NEW FORMICA® PATTERN THAT BRINGS VACATION INTO YOUR HOME**

Blue waters, sunny shores, tropic nights and waving palms of the Caribbean vacation land inspired this new Formica Nassau pattern. It comes in six beautiful colors and is equally effective as counter top surfacing in the kitchen, on a bathroom Vanitory® or in smart new wall surfacing applications.

There are other new Formica patterns including Colorgrains (tinted wood grains) Cherry and Teak—more than 70 in all. Carefree living and damp cloth cleaning are yours with any of them.

There is a local fabricator near you who can work wonders in converting drab rooms into cheerful, happy ones. He can arrange easy monthly payments for Formica improvements. Look in the yellow pages of your phone book under "plastic."

Free! Full color idea literature for kitchens, bath and wall surfaces. Write Formica Corporation, 4701-7 Spring Grove Avenue, Cincinnati 32, Ohio

*In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario.*

OPERATION Better Your Living HOME IMPROVEMENT

*Customers buy Formica because it is a brand name they know and trust.*

**DEMAND THIS CERTIFICATION**

*We protect this faith in our product by certifying every sheet with a wash-off Formica marking. It is for your protection and guarantee that you are getting genuine Beauty Bonded Formica.*

*This mark certifies genuine*

RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH

Subsidiary of CYANAMID

Beauty Bonded FORMICA® Laminated Plastic Pays in Performance

REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN Guaranteed by Good Housekeeping

*Seeing is believing. If this wash-off identification is not on the surface, it's not* FORMICA.




See "Where Credit Is Due," page 148

1694—50¢

1699—50¢

# A PORTFOLIO...

*of AMERICAN HOME PATTERNS for furniture,*

*rugs, needlework and accessories*

*(SEE DETAILS AND PATTERN ORDER FORM ON PAGE 146)*

# Paging Madison Avenue

We have often felt that not all good advertising copy is confined to Madison Avenue. As proof, we offer the following sent in by Miss Ellen Fay Peak of Fairfield, Alabama:

"Since the Imperial people pay for this space anyway, I might as well have my say in it. Now, I went to school—Je parle francais, y hablo espanol as well as anybody—but I never did learn how to hang wallpaper.

In the first place, figures defeat me. My Mama knows it's one yard from the tip of her nose to the tip of her thumb, and she can measure anything. But I don't, and I can't. So, by the time I get the wallpaper measured, I am too exhausted to work the paste pot and brush and get the paper on the wall. Then I tear half of it down getting my pasted-up skirt out from under it.

After measuring E-Z-DU® Wallpaper, I'm still exhausted. But all I need do next is wet and sponge it smooth on the wall. (If my skirt gets caught in the water pot, that's all right; it probably needs washing anyway!)

These Imperial people are using psychology. They know that some folks are simply tired paper hangers, some stingy and some not ambidextrous. For us tired ones, they make it easy. For you stingy folks, they eliminate paste costs (you will admit that water's cheaper than paste?) And for you who can't use your right and left hands equally well, they do away with the wielding of paste pots and brushes. Just use that sponge you already have (either your car or bath sponge does nicely).

My walls look pretty good considering the fact that I papered them."

It seems that Miss Peak has just about said it all. Incidentally, if you re-read what she has to say, you will discover that there is not one superlative used. Madison Avenue, please copy!

**IMPERIAL PAPER AND COLOR CORPORATION**
**Glens Falls, New York**




**1703—50¢** *ORNATE CANDLE WALL BRACKET*

## *CRYSTALLIZED FLOWERS*

*For how-to instructions, see page 147*



See "Where Credit Is Due," page 148



## *SEE DETAILS IN PATTERN*





Sheer, full draping curtains make your fireplace a showplace . . . provide absolute protection against flying sparks. Exclusive Unipull glides curtains open or shut with one hand — nothing to lift or move when tending your fire. Many attached and free-standing models and finishes available . . . plus a complete selection of matching Flexscreens, andirons, firesets and other accessories. Complete ensembles begin as low as $36.75 (screens only, from $17.25) — so why accept anything less than the true Flexscreen? Send 25c for 32-page style catalog.

BENNETT-IRELAND, INC.
1057 Water St., Norwich, N.Y.

Flexscreen®

*This Unipull Tab is found only on the true Flexscreen.*



1647—50¢
*COURTING MIRROR*



1704—50¢
*STYLIZED BIRD WALL BRACKET*

1705—$1.00
*TRANSFER PATTERN FOR AN ABSTRACT HOOKED RUG DESIGN*



*ORDER FORM ON PAGE 146*


Ask to see the handsome
New Bedford Hutch, New Bedford
Round Drop Leaf Table (with extension leaf)
New Bedford Mate's Chair and
Nantucket Captain's Chair



# Cushman
## COLONIAL CREATIONS

*the gracious look of long ago...*
*so right for your home today*

With its easy, natural grace, its warmth and charm, its basic functional beauty . . . Cushman Colonial is superbly suited to today's mode of living. Each authentic Early American design has been adapted with consummate skill by Cushman craftsmen for present-day decor. Each piece is exactingly detailed, hand-rubbed to satiny smoothness and treated with a mar-proof lacquer that defies heat, water and alcohol. Yours for a lifetime of pleasure — in either of two color-controlled, matchable finishes . . . Harvest Brown, as shown, or Cushman's original Russet Maple.



The lovely new Dover Harvest Table in back of the New Bennington sofa and the Fairfield Wagon Seat Coffee Table combine to make a distinctive grouping.

*Special Offer*
Colonial
Cricket Stool
$3.95 POSTPAID



A maple finished, hand-pegged, 13" x 9" x 8" Cricket Stool with retail value of $6.25! Yours at the very low price of $3.95 to introduce the superior construction, finish and craftsmanship of *all* Cushman Colonial Creations.

**HOW TO DECORATE YOUR HOME.** Send only 25¢ for this new illustrated 32-page booklet of decorating hints, "At Home in Every Setting".

Booklet Free with Stool

**H. T. CUSHMAN MANUFACTURING CO.** Established 1886
Box 570, North Bennington, Vermont

☐ Enclosed find $3.95 for Footstool (add 25¢ if west of Mississippi) in Harvest Brown ☐; Russet Maple ☐; and include my FREE copy of "At Home in Every Setting".

☐ Enclosed find 25¢ in coin for "At Home in Every Setting".

PLEASE PRINT

Name_____

Address_____

City_____ Zone____ State_____



# How to familyproof your funtime room

This is a room for baby brother, teenage sister, and grownups—one and all—to have fun in! A damp cloth keeps everything clean—and so lovely looking. Glendura—Imperial's gay wallcovering—is soil-proof. And actually scrubbable if you wish. The handsome floor is wipe-clean Vinylbest† by Gold Seal. What a help for funtime living! And the smart modern furniture by Baumritter is practical, too. Its plastic covers please the eye . . . ease the elbow work.

**VIKO® BY Baumritter**

Viko by Baumritter—the open stock collection that truly combines beauty, quality and low cost! Slim clean lines and sturdy construction assure years of delightful family service. Choice of fabric or rugged wipe-clean plastic covers in a wide range of fashion-right colors that really keep their fresh appeal. Viko is coordinated for living room, dining room, den and recreational areas—the whole family will enjoy it everywhere! Baumritter Corp., P.O. Box 28, Murray Hill Station, New York 16, N. Y.

**Gold Seal® FLOORS AND WALLS**

No pampering *this* floor! It's Gold Seal Vinylbest† tile in beautifully casual "Brushwood" design. Vinylbest cleans like a dream with an occasional damp mopping. It's a cinch to install . . . cuts with a scissors . . . goes anywhere from basement to attic. See the full range of decorator colors at your Gold Seal dealer. For booklet "How to Create Your Own Designs in Tile Floors," send 10¢ to Gold Seal Floors, Dept. T-6, Congoleum-Nairn Inc., Kearny, New Jersey.

†*Trademark*

**Glendura® SOIL-PROOF WALLCOVERING by IMPERIAL**

Let Glendura* wallcovering guard your walls. Even kitchen grease wipes clean in seconds. Shower steam or water splashes can't harm it. No ordinary wallpaper can compare with Glendura. Over 160 beautiful patterns and colors await you now at your Imperial dealers. For full-color decorating booklet, "How to Pamper Your Home with Wallpaper" send 10¢ to Imperial Paper & Color Corp., Dept. A9, Glens Falls, N.Y.

**guaranteed soil-proof, moisture-proof for 3 years. Wallpaper patterns illustrated are #883091 & #883403.*



2130—75¢ *COVERED WAGON BED*

2131—75¢ *QUEEN ANNE HIGHBOY*



*Home Workshop Patterns are fun and easy to use . . . save you money, too!*



2132—$1.00 *MOSAIC TILE TABLE*

*SEE DETAILS IN PATTERN ORDER FORM ON PAGE 146*


**NOT FOR ONLY A MONTH**
**NOT FOR ONLY A YEAR . . .**

# "I reduced for keeps"

**"That is why I recommend the Knox Eat-and-Reduce Plan to all my overweight friends," *writes Miss Rose Lee Grace, New York Nutritionist***



"On November 26, 1954 I weighed 224 pounds—far above normal."

"Several months later I was 61 pounds lighter and happier."



"TODAY I am even 7 pounds lighter than when I finished the Knox Plan."

**READ WHAT MISS GRACE WROTE TO US**

"I am a restaurant meal planner. I know nutrition and I know that reducing and then gaining weight is a vicious cycle. I've been through it in the past. So when I read the Knox Eat-and-Reduce Plan book, with its Choice-of-Foods Charts, I realized it could really help me get down to normal weight and stay that way. I could see that it was safe, natural and practical. And it involved nothing but good food. I love good eating.

"I found it was easy and actually pleasant to follow, at home and at restaurants. I ate almost everything I like, including desserts, with three real meals a day and sometimes between-meal snacks. My job is not an easy one, and as my weight went down I felt no loss of energy. I felt better, physically and mentally.

"Well, a few months later I was 61 pounds lighter.

***"And now comes the amazing part of it!*** Without conscious effort I had acquired the easy habit of balanced eating, without giving up any of my favorite foods or the pleasures of eating. Today, instead of being fat again, I am actually 7 pounds lighter than when I finished eating-by-plan."

**SLIM DOWN FOR LIFE.** Miss Grace's happy experience with the Knox Eat-and-Reduce Plan is typical of hundreds of thousands. Whether you would like to be 10 pounds lighter or 70 pounds lighter, the Knox Plan, different in many ways from any other, may help you—without hunger, discomfort or loss of energy. We suggest you read Miss Grace's statement again, then send for the free book below.




One of the keys to this modern reducing plan is the pleasant habit of drinking Knox Unflavored Gelatine in your favorite beverage. At your grocer's in the 4-envelope size or the 32-envelope economy size.

© 1957 Knox Gelatine Co.

**FREE . . . the book more than 8 million have ordered**



The new 1957 edition of the 36-page book that started Miss Grace to *lasting* slimness includes the now famous Choice-of-Foods Charts, gives delicious menu suggestions; 74 recipes and variations; your own weight and measurement chart; complete advice on safe, *natural*, enjoyable reducing; and the easy way to *maintain slimness*. Mail this coupon, get ready for good news in your mirror.

**MAIL THIS TODAY**

Knox Gelatine, Johnstown, N. Y., Box A-34

Mail me my free copy of the new 1957 edition of the Knox Eat-and-Reduce Plan book with the Choice-of-Foods Charts.

NAME_____

ADDRESS_____

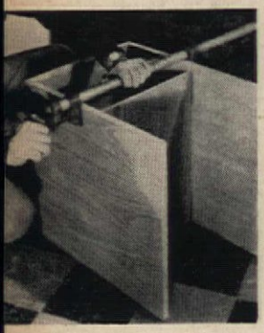
1685—35¢

*Put a new slipcover on that comfortable reclining chair . . .*

*To make the Espalier Lamp shown at right*
*See Page 130*



See "Where Credit Is Due," page 148

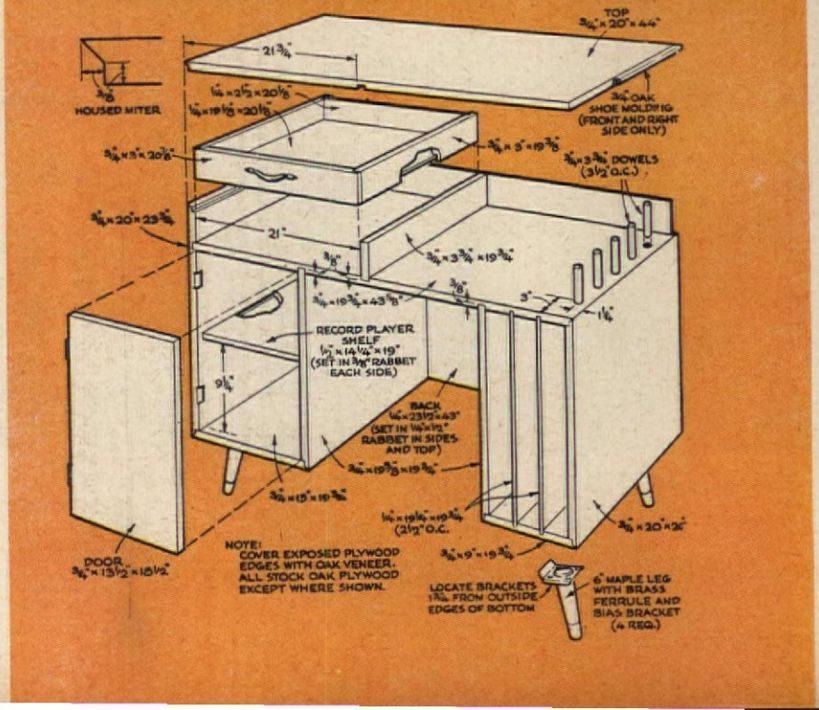






## CUSTOM-DESIGNED FOR JR.'S POSSESSIONS

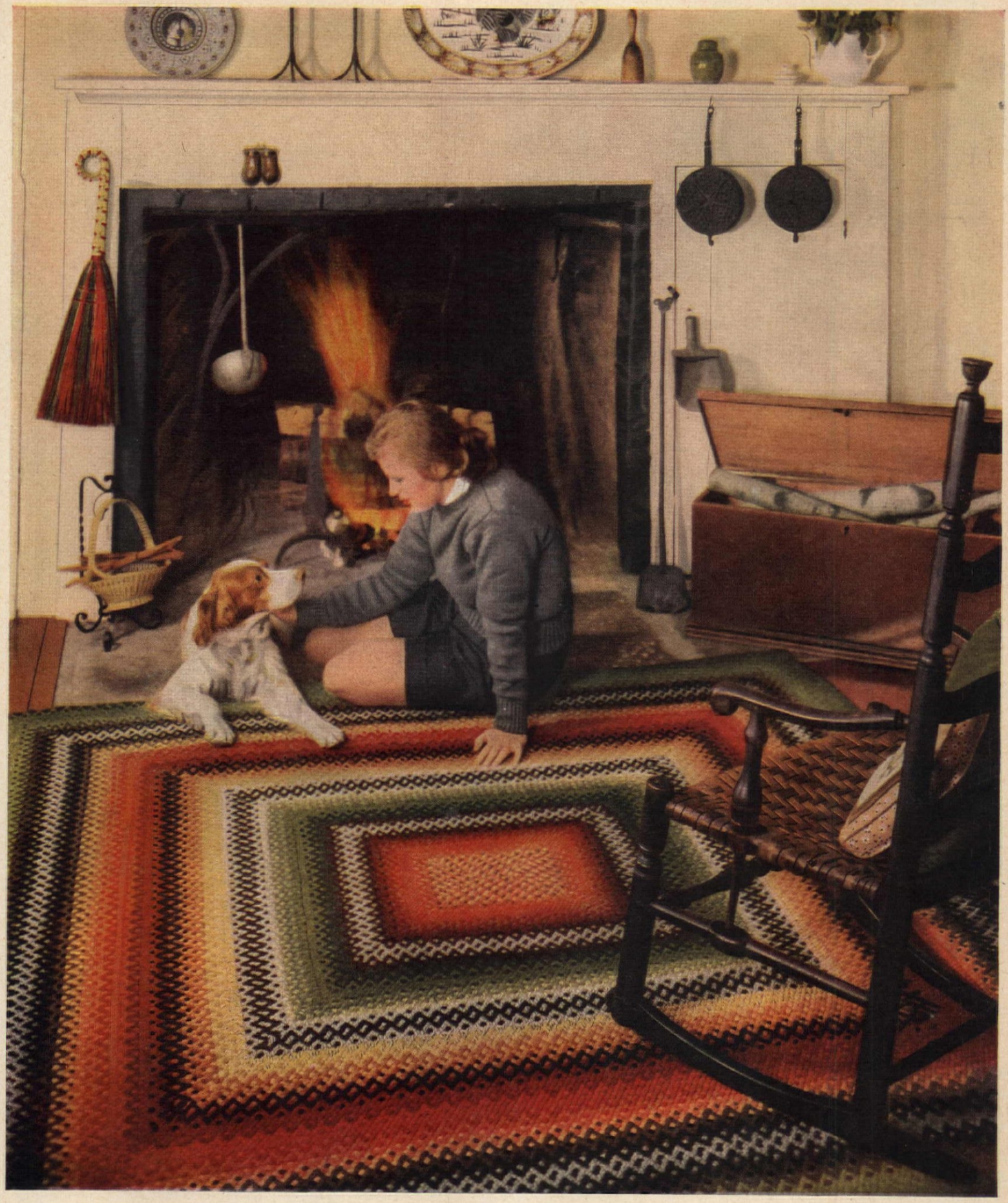





Here's a desk storage unit that's custom-designed for children's possessions. Vertical racks hold games and over-sized books. Open area under top holds work-of-the-moment. Cabinet, at left, has room for small record player and record storage. Because things get buried in drawers, there's just one—above the cabinet.

The basic material is ¾-inch oak plywood, cut, glued and nailed as shown in the construction sketch at right. The only really hard part is the special housed-miter joints which should be cut with a table or radial saw. If you don't have a mounted power saw, use a plain miter or butt joint reinforced with 3-inch angle irons.

Oak veneer tape glued to the edges of the boards in the front of the desk hides all joints and rough edges of plywood. Finish desk with thick paste filler and clear coating, such as shellac or lacquer.



#1706—25¢ *LARGE BRAIDED RUG PATTERN WITH CONCENTRIC SQUARES DESIGN*

*SEE DETAILS IN PATTERN ORDER FORM ON PAGE 146*




THE WONDER PAINT REMOVER

**Strypeeze strips all finishes fast and easy...**

- Clings to upright surfaces
- Harmless to hands or wood
- Stays wet—stays put
- Unconditionally guaranteed




You needn't have gone to "finishing" school to make your home sparkle like new. Strypeeze does all the hard work for you! Available at paint and hardware stores everywhere.

**Kwikeeze** cleans all brushes fast! Even the hardest brush softens in a jiffy with **KWIKEEZE**. No rinsing, no mess. Perfect for all bristles.




**SAVOGRAN**
**Dept. 1001, 25 Huntington Ave., Boston, Mass.**

Please send me new illustrated booklet, "How to Remove and Restore All Finishes". Enclosed find 25¢.

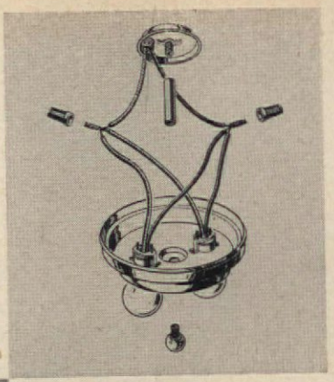
*Name*_____

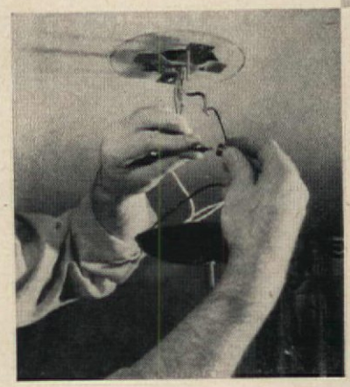
*Address*_____




Before unfastening old fixture turn off current at master switch to prevent any chance of electrical shock. Then remove any glass parts and bulbs and unscrew fixture from the ceiling mounting. Disconnect fixture wires from wires coming through ceiling by untwisting solderless slip connectors that join the wires together. Soldered wires will have to be snipped in order for you to be able to separate them.

Attach mounting hardware for new fixture by screwing into outlet box or ceiling stud. The fixture can then be wired in place, using the same slip connectors as before. Diagram shows how 2-bulb fixture is connected. Black wire from each bulb is joined with black ceiling wire and white fixture wire to white ceiling wire. One, two and three-bulb fixtures are all wired in this same fundamental manner.





Place your new fixture over the mounting, first making sure that no bare wire protrudes under the connectors.



# HOW TO INSTALL A CEILING FIXTURE

*Replace That Old Fixture and You'll See Your House in a New Light*



The finished job, quickly and easily done, has immensely improved dining-room lighting. Old fixture was too small, too dim, and didn't spotlight the dining table. New ceiling light does all three jobs.



See "Where Credit Is Due," page 148

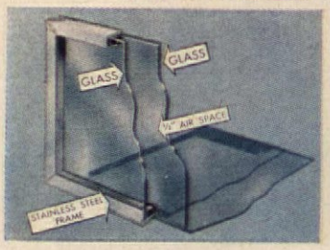
# Only the TWINDOW home is truly modern!

*Your home is cooler in summer, warmer in winter with this windowpane that has insulation built in. It helps reduce heating and air-conditioning costs. And there's no more fuss and bother with storm sash.*

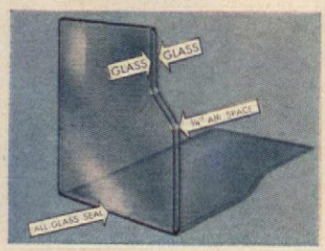


*Architect: Robert O. Hausner, A.I.A., Chicago*

**TWO TYPES OF TWINDOW®**




**METAL EDGE.** These units are designed for larger window areas and where maximum insulation is needed. They are constructed of two panes of ¼" clear-vision Plate Glass, with a ½" sealed air space between them. The exclusive stainless steel frame protects the glass against chipping, creating very strong units.




**GLASS EDGE.** These units are ideal for modern window-wall construction. They are made up of two panes of ⅛" PENNVERNON®—the quality window glass—with a 3/16" air space between them. These windowpanes have high insulating value. They are available in popular sizes for a variety of window styles.

WHAT a lovely home this must be. It actually breathes comfort, convenience, pleasant living. It's *truly modern*. And the one feature, above all others, that makes it so is the floor-to-ceiling wall of glass —TWINDOW . . . the world's finest insulating glass.

With TWINDOW, the greatest enjoyment of the outdoors is yours —winter and summer—with indoor comfort you can experience in no other way. And that is not all. For TWINDOW's amazing insulating properties help to reduce window steaming and icing . . . substantially cut down on cold-air downdrafts at windows which are oftentimes the cause of winter illnesses . . . lower heating and cooling costs. Moreover, TWINDOW does away with storm windows. There is no more fuss and bother about putting them up in the fall and taking them down in the spring . . . no more work and expense involved in their maintenance.

Today no home is *truly modern* without TWINDOW. Whether you build or remodel, make sure that *your* home is a "TWINDOW" home. For complete information on TWINDOW, consult your architect or builder. Meanwhile, why not send for our free, illustrated book?

# TWINDOW

*the world's finest insulating glass!*

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

**FREE BOOK.** This valuable and informative book, in full color, shows you how TWINDOW helps to create *truly modern* homes. Send for your copy now.




PLEASE PRINT

**Pittsburgh Plate Glass Company**
**Room 7359, 632 Fort Duquesne Blvd.**
**Pittsburgh 22, Pa.**

Without obligation on my part, please send me your free book on TWINDOW . . . the world's finest insulating glass.

**Name** .....

**Street** .....

**City** ..... **Zone**.... **State**.....

If you live in California, Oregon or Washington, send to W. P. Fuller & Co., Room 940, 301 Mission St., San Francisco 19, California

# You can save up to 50% of your painting time with this new type of manageable paint






## use it JELLED!

Use it just as it comes in the can, jelled and homogenized so that no stirring is required, and you will enjoy the "No-Stir · No-Drip · Less-Dip" features. This finest latex paint, new in form only, clings to brush or roller to provide these delightful new features, and yet it liquefies like magic when applied in the usual way.

## or give it a quick stir and use it as a LIQUID!

If you prefer your paint in liquid form for "cutting in" or for delicate work, or just because you *like* it that way, a few quick stirs will convert this amazing new paint into conventional liquid form; and—almost unbelievably—it will rejell itself automatically in about one hour. Old-time tedious mixing is *not* required because this new type of paint is already completely homogenized just as it comes in the can.

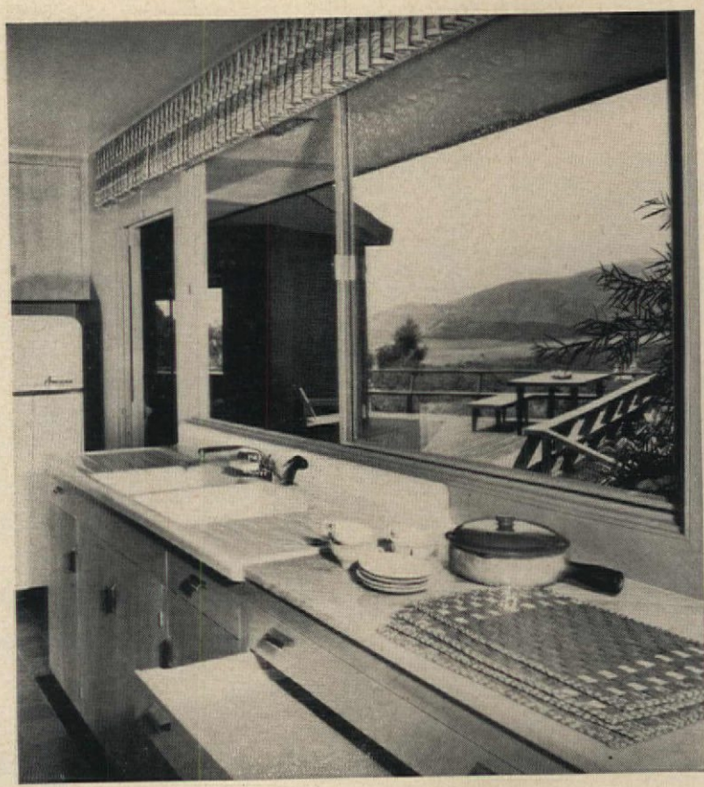



**A·M PAINTS**

*. . . Revelations in Progress through Modern Research*

American-Marietta Company, 101 East Ontario Street, Chicago 11, Illinois


# TO HAVE - OR



# NOT TO HAVE - A VIEW



See "Where Credit Is Due," page 148

• Your window on the world should be designed to suit the view you get from it. This house shows two effective ways windows can be used to get the most—or least of the outside world. In one, large, sliding aluminum windows present a magnificent view to the kitchen. In the other, the entrance gallery to the house is a place for the family to exhibit their favorite paintings. Because a view would be distracting, translucent glass panels were installed, which still admit light to the room. Hanging vines outside add interest by casting ever-changing shadow patterns on the glass. Spacious seating in loggia has ample storage space below.

# new Culligan Water Softener

## gives you all the soft water you want, all the time, all through your home, automatically!

On a service basis, or own it yourself . . . the distinctive new Culligan Water Softener provides an unlimited supply of filtered soft water regardless of family size or water usage. See your telephone directory and call your nearby Culligan dealer today.






*Electronic Regen-a-rator*
**regenerates while you sleep!**

Culligan's exclusive electro-hydraulic control smoothly, silently, automatically activates the cycles of backwashing, brining and rinsing at night . . . while you sleep! It's as automatic as your water heater.

**Culligan®**
**SOFT WATER**

**Culligan, Inc. and its franchised dealers.**
**Home Office, Northbrook, Illinois**

*Over 1,000,000 homes now have internationally-famous Culligan Soft Water Service*

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

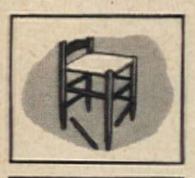
REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN
Guaranteed by Good Housekeeping

Fix it
FOR KEEPS



...with
DUCO
HOUSEHOLD
CEMENT

You can mend broken china for keeps with fast-drying "Duco" Cement because it's extra-strong and waterproof. And since "Duco" Cement is transparent, it makes repairs almost invisible. Holds wood, china, leather, paper, glass, metal: hundreds of uses around the home. For example:



**REPAIRS CHAIRS**— Strong "Duco" Cement puts loose chair rungs in to stay.



**MENDS BELTS TO LAST** — because "Duco" Cement is *flexible* as well as tough.



**BUILDS STRONGER MODELS** — because "Duco" Cement is *extra-strong* itself.

↓ NEW EASY-SEAL TOP HAS HANDY APPLICATOR TIP




DUPONT
REG. U.S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

# TRADITION IN A WARM



*This Florida house incorporates all the ease and comfort of traditional living in a "Bermuda"*

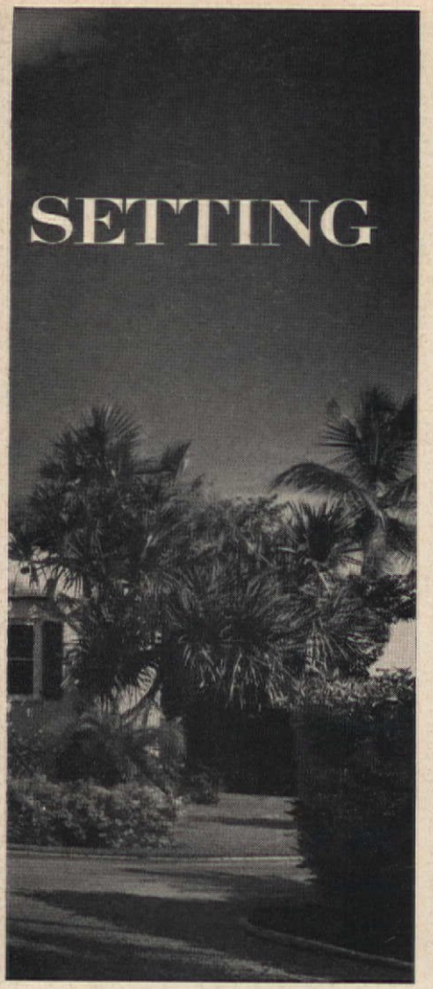
Florida, famed for its sumptuous marinas, housekeeping cabanas and ultra-modern hotels, can also boast of some very handsome traditional homes such as the one pictured on this page.

This home is a fine example of the traditional Bermuda style of architecture —a design as compatible to the special conditions of the Florida-Bermuda areas as is the Cape Cod to the New England states or the ranch house to the far west. Built almost entirely of masonry, this type of home requires a minimum amount of maintenance. The structure is not affected by either dampness or heat and it is highly resistant to high winds—even hurricanes. The light-colored outside walls and roof reflect heat away from the house. Windows are large to catch cooling breezes. Rooms are spacious and almost all have good cross ventilation.



**Interior is tastefully decorated with fine pieces of the late 18th and 19th century in American and English style, with the exception of the modern grand piano and comfortable modern love seat. Large window in rear, behind piano, overlooks patio and swimming pool.**

# SETTING



HUBBARD COBB

Although house is set several feet off the ground, excellent foundation planting plus well-designed entrance steps keep it from appearing top-heavy. Front windows run from floor almost to ceiling height, serve to insure better ventilation.

*architectural style originating in this region*



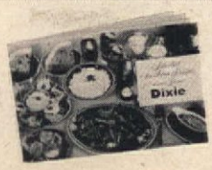
High ceilings—a must in warm climates before central air conditioning—are made to look lower by painting upper portion of wall the same color as ceiling. Sofa at right is of American Empire period. Fireplace in living room takes off chill on cool winter evenings.


good taste
begins with a
Dixie
gas range



Good times begin when a DIXIE Gas Range moves into your kitchen. Family and friends gather around your DIXIE where steaks sizzle on the aluminum griddle, or a plump hen roasts in the built-in rotisserie. And when the rotisserie is not in use, it becomes a handy second oven perfect for baking, broiling or warming—truly four-way convenience.

For good taste 365 days a year, choose the range you'll enjoy depending on—DIXIE—America's Most Featureful Gas Range.




*Send for this treasured collection of SELECTED SOUTHERN RECIPES direct from Dixie. These famous Old South dishes will please and delight you and your friends. Enclose 25c to cover cost of handling and mailing.*

*NAME*_____

*ADDRESS*_____

*CITY*_____ *STATE*_____

DIXIE PRODUCTS, INC., Dept. 7A1, Cleveland, Tennessee



## Change an idle corner to a home office with low-cost Western Pines

Snug, attractive, useful—gives you a handy spot to write or 'phone or file things. All tucked neatly in a corner that was once just wasted space.

And so simple to build in. It's a pleasure to work with the Western Pines. They're straight-grained, carefully-dried, soft-textured, economical. They take any paint, stain or enamel beautifully. And they look lovely just left natural, then waxed and rubbed to a soft, silken glow.

Whatever your building or remodeling plans, check the Western Pines. Your lumber dealer will be glad to give you details.




**FREE!** "Friendly Home Ideas"—85 photographs, many in color, feature traditional and contemporary ideas for building, decorating and remodeling using cheerful Western Pines. Write for your FREE copy to Western Pine Association, Dept. 211-F, Yeon Bldg., Portland 4, Oregon.

## The Western Pines

**Idaho White Pine**
**Ponderosa Pine**
**Sugar Pine**

*and these woods from the Western Pine mills*

WHITE FIR · INCENSE CEDAR
RED CEDAR · DOUGLAS FIR
ENGELMANN SPRUCE
LODGEPOLE PINE · LARCH

*are manufactured to high standards of seasoning, grading, measurement*

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

# CAPE COD GOES TO LYNCHBURG, VA.



The prosperous middle-sized city of Lynchburg, Va. is located on seven major hills along the James River. Most of the homes there are located on lots sloping off the ridges of these hills. As a result over 75% of the basements are above ground on three sides to utilize the space for living purposes most effectively.

It was to take advantage of such a sloping lot that Ruth and Lou Basten adapted a typical Cape Cod plan to fit the terrain of Ruth's birthplace, while at the same time conforming with Lou's ideas of architecture gained from his previous life in New England. For example, the barn red color of the house and the size of the chimney were suggested by Peter Hunt, famous for his peasant designs.

The plan of the house includes a 15x24′ combination dining room, kitchen, recreation room, laundry and lavatory in the basement, two bedrooms, bath and a 13x24′ pine-panelled living room on the first floor, and two additional bedrooms and a bath on the second floor.

The living room decoration reflects the Bastens' love of antiques, some of which are family pieces, such as the curly maple grandfather's clock with the original wooden works in the corner and the original Audubon print over the davenport. Other "fill-in" pieces were picked up in visits to nearby antique shops.

PLEASE TURN THE PAGE



# "Skimpy Wiring" can haunt the finest home!

You measure the real value of a home in terms of comfort and convenience over the years. Make sure the house *you* own (or plan to buy or sell) is free from weak, undersized Skimpy Wiring.

This electric trouble-maker blows fuses, trips circuit-breakers, dims lights, slows appliances . . . creates countless annoyances and dangers in your home.

It can cost less than you'd think to rid your home of Skimpy Wiring . . . to install full-powered *copper* wiring. Call your electrical contractor or power company for a checkup on your HOUSEPOWER!

Get your FREE booklet—"The ABC of Home Wiring." Write Kennecott Copper Corporation, 161 E. 42nd Street, Dept. A-107, Box 238, New York 46, N. Y.

**Kennecott Copper Corporation**

*Fabricating Subsidiaries:* Chase Brass & Copper Co. • Kennecott Wire & Cable Co.



*America's Finest Handmade Milk Glass*

Westmoreland's handmade milk glass reproductions have been recognized for their purity of color, fidelity to detail and hand craftsmanship since 1889.

*Send 10¢ in coin for booklet of Westmoreland Reproductions*

WESTMORELAND GLASS COMPANY

GRAPEVILLE, PENNSYLVANIA



**SIMPLE ELEGANCE in WINDOWS**

Only PELLA MULTI-PURPOSE WINDOWS—of select, straight-grained Western Pine—can provide interior beauty like this at such low cost. The wide choice of stock sizes available permits you to plan your own custom arrangements, too. And whatever combination you select, you'll be sure of all-weather, all-year comfort and convenience because PELLA'S storm sash and screens are self-storing. Exclusive GLIDE-lock underscreen operator lets you lock window in ten positions.

Pella® WINDOWS

FOR FULL DETAILS, MAIL COUPON TODAY!

**ROLSCREEN COMPANY**, Dept. I-107, Pella, Iowa

YES! Please send me literature on PELLA WOOD MULTI-PURPOSE WINDOWS...

☐ Free Folder ☐ Helpful 20-page book, *"Library of Window Ideas"* (25¢ enclosed)

NAME

ADDRESS

CITY ZONE STATE

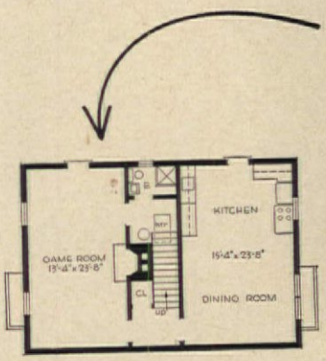

# Cape Cod

**(Continued)**

Since the Bastens enjoy and do a lot of entertaining, the dining room and kitchen were designed to be combined into one large room, where their friends could gather frequently for games or charades or perhaps sample one of their hosts' good salt steaks. The rest of the basement contains a recreation room large enough for square dances, and a utility room for the furnace, laundry and a lavatory. This utility room proved to be inadequate, so a replica of the main house was built as a storage shed at one end of the 75-foot brick terrace.

In the kitchen, pine cabinets with early colonial L & H hinges line the walls at one end of the room. To make the appliances match the cabinets, the stove, refrigerator and deep-freeze were painted with a brown enamel. This job was completed in two evenings work. First the units were sanded with very fine emery paper, followed by a coat of fast-flowing enamel applied with a brush. The stove had one coat of heat-resistant paint and a finishing coat of Duco on top.

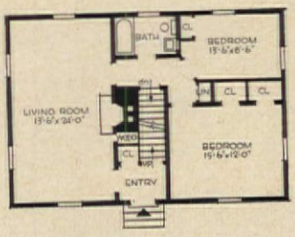
(PLEASE TURN THE PAGE)



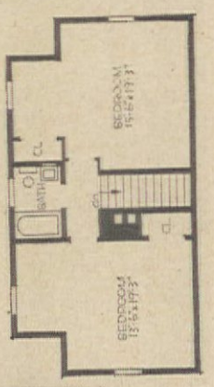

1. BASEMENT



3. FUTURE EXTENSION




2. FIRST FLOOR





4. Kitchen and dining room are combined in one large room, 15x24' in the basement. Appliances are painted brown to match pine cabinets.



# Carpet, too, is a man's best friend

In fact, it's a friend to the whole family.

For carpet is the one sure way to make a room completely liveable for every member of the family – all the time.

It is the softest, safest, quietest and most beautiful floor you can have in your house. It is so comfortable it invites you to sit down and relax.

And when it comes to warmth, carpet can turn a cold, drafty floor into a soft blanket of warmth that protects your whole family.

Carpet adds so much to your family's living, yet costs so very little itself. Hardly any care – just a few strokes with a vacuum. No scrubbing, no rinsing, no waxing, no polishing.

And you can have two lovely room-size rugs for the same monthly payment you'd make on a new TV... wall-to-wall carpet is only slightly more.

Such exciting things have been happening in carpet colors, styles and designs. If you haven't seen them – stop in at your store this week. You'll love them. And they're easy to own – with modern budget terms.

For your protection, be sure that the rug or carpet you buy is backed by the knowledge, the facilities and the integrity of an American manufacturer. Look for the label of:

ARTLOOM • BEATTIE • BIGELOW • CABIN CRAFTS-NEEDLETUFT • DOWNS • FIRTH • GULISTAN
HARDWICK & MAGEE • HIGHTSTOWN • HOLMES • KARASTAN • LEES • MAGEE • MASLAND
MOHAWK • PHILADELPHIA CARPET • ROXBURY • SANFORD • ALEXANDER SMITH
CARPET INSTITUTE, INC. • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

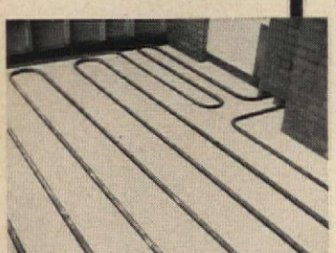
**Home means more with carpet on the floor—more comfort • quiet • safety • beauty • easier care**

# Formula . . . for a "family room"





Step 1
Take one little-used porch to convert into a year-round family room.



Step 2
Install radiant panel or grid of steel pipe and connect with existing hot water heating system.



Step 3
Enclose former porch with materials of your choice and your family room is a reality.

## Enclose a porch . . . add Steel Pipe Radiant Heating!

That extra room that you want and need so much can be yours at reasonable cost if you now have a porch and a hot water heating system.

Simply enclose the porch with materials of your own choice. Then your heating contractor will install a radiant heating panel or grid of steel pipe, connect it to your existing hot water heating system and . . . presto! . . . the job is done. The radiant heating panel may then be covered with any flooring material of your selection.

Your resulting new family room will be the pride of the house . . . uniformly warm, free from unsightly heating outlets, with every inch of floor and wall space usable.

**Only Steel Pipe gives all these advantages!**

- Low cost with durability
- Strength unexcelled for safety
- Formable—bends readily
- Weldable—easily, strongly
- Threads smoothly, cleanly
- Sound joints, welded or coupled
- Grades, finishes for all purposes
- Available everywhere from stock

*Send for free Booklet.*

Committee on
**STEEL PIPE RESEARCH**
AMERICAN IRON AND STEEL INSTITUTE
150 E. Forty-Second St., New York 17, N.Y.

**Steel Pipe is First Choice**


# Cape Cod

(Continued)

Most months of the year the terrace is the center of activity in the house. At night it looks like some of the hotel terraces in Nassau, after which Ruth and Lou patterned their own. The whole area is lit up in a most dramatic way, with the flood lights shining up through the pine trees and numerous tiny red lanterns set around on black iron standards. Small wonder that this is a favorite place for entertaining, day or evening.

Opening off the kitchen and recreation rooms, the terrace is large enough to hold the constant stream of visitors the family has, plus the large number of pets the Bastens have collected, mainly for the enjoyment of their two-year-old daughter Sarah and the neighborhood children. At last count the pet department included five ducks, two rabbits, three cats and one dog and, until its recent demise—a tamed skunk.

A recent, interesting addition to the terrace is a large round grill, made from an old New England black iron kettle, 20 inches in diameter. Since these old kettles aren't too hard to come by, you might put one to good, active use by taking a hint from the Bastens in converting it to a grill. Fitted with a charcoal grate and cooking grate, the kettle hangs from a wrought iron bracket attached to 4x4" cedar post set in concrete. The supporting bracket holds the kettle up to proper cooking level. The whole unit cost less than $15.00 and can be constructed in one night with the assistance of a friendly blacksmith.

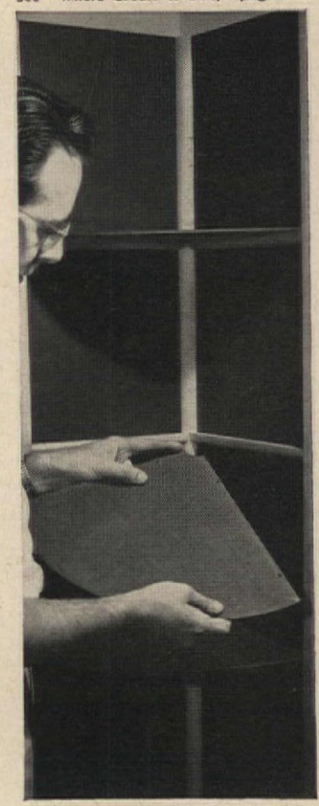
Designed and built by the owners and a local contractor, the house provides an early American atmosphere for the comfort and informality of modern living. THE END

# HOW TO MAKE A CORNER CADDY

See "Where Credit Is Due," page 148

• Closet corners, usually waste space, can be put to work by making a self-standing "corner caddy" with shelves for purses, hats, other closet miscellany.

This unit will fit most closets if it's 6′ high and each radius is 1′ wide: otherwise, it can be constructed to fit. Fit 1x2" pieces of lumber to the outer edges and rabbet to receive hardboard panels, 1" wide and ⅛" thick. Make center spine ¾" quarter-round and glue, screw to wood. Cut shelves in the shape of quarter-circles and drill four holes, as shown, for screws. Place a foot apart and rest each one on ½x¾" base shoe molding with the rounded edge down. Countersink screws. Note how the point of each pie-shaped shelf has been indented slightly with a file or coping saw to fit around spine molding. To finish, bevel shelf edges with sandpaper or file. Leave unfinished or give a prime coat and paint.





# *now Kroehler Correlated* | LIVING, DINING and BEDROOM FURNITURE

## *for complete home harmony at a budget price*

Your home furnishings can now reflect a really well-planned styling theme, with this correlated furniture designed to harmonize in every important room of your home. You'll love this newest idea from Kroehler, for now at surprisingly modest cost you can choose just the individual pieces you desire to fit your exact needs. See your Kroehler Dealer now!

PLUS Built+* *living room furniture*

*Permanized*® *dining room, bedroom furniture*

*The Medford Group*

Only the unsurpassed manufacturing facilities of Kroehler make possible values like these: Sofa, **$199.50**, as shown in textured tweeds in your choice of colors. Chair, **$119.50**. Foam rubber cushions at moderate extra cost. Dining table, **$94.50**. Arm chair, **$32.50**. Side chair, **$27**. 6-drawer buffet, **$159.50**. Open hutch over buffet, **$79.50**. As shown in solid northern hard rock maple in beautiful honey-toned Salem finish. Also see the many matching bedroom pieces in the Kroehler Correlated Medford group.

**Prices slightly higher in some areas.**

WORLD'S LARGEST FURNITURE MANUFACTURER

# KROEHLER

(pronounced "KRAY-ler")

General Offices: Naperville, Illinois • In Canada: Stratford, Ontario

's now "HOME FASHION TIME" in stores all over the nation

*Trade-mark

# Ideal Dishwashing Team:




## Calgonite® and General Electric

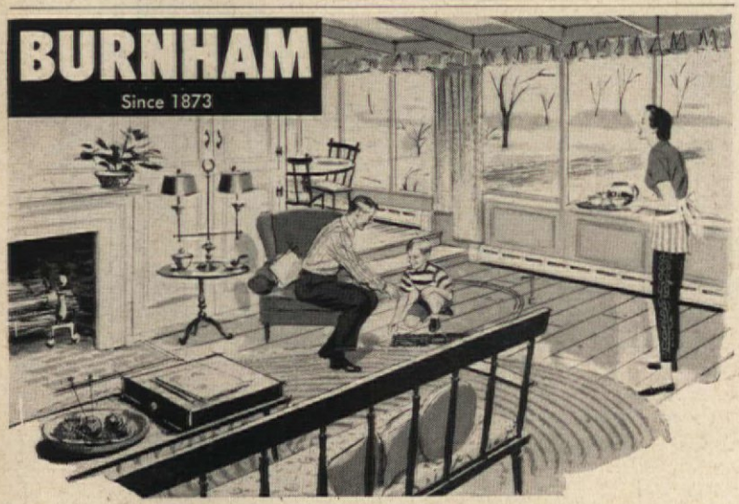
Put new, non-spotting Calgonite in your electric dishwasher . . . and out come dishes that glisten without spots or streaks . . . glassware, silverware, pots and pans that sparkle with super-cleanliness. No chlorine odor, no film. Calgonite keeps your dishwasher fresh and clean. Leading dishwasher manufacturers place Calgonite in their machines. Try the NEW Calgonite.




General Electric's new Portable and undercounter dishwashers feature the famous "Flushaway Drain" that ends hand dish rinsing for good! Also have big capacity and easy-to-use cushioned racks.

**Calgon Company**
**Pittsburgh, Pa.**

**BURNHAM**
Since 1873



## with BASE-RAY heating, comfort and beauty are all you notice!

Cheery warmth . . . and beauty too . . . are yours with BASE-RAY® radiant baseboards, the modern automatic hot water heating system. What's more floors are always warm. Your home is completely surrounded at ankle-height by sunny radiant warmth . . . the evenest, most healthful heating known. With BASE-RAY floor-to-ceiling temperatures vary less than 3°! BASE-RAY is made of cast iron for lifetime service, too. Whether you are building, buying or remodeling, write for free BASE-RAY data now!




Cooling systems now available with BASE-RAY heating. Ask for details on Burnham's HIDE-AWAY® cooling unit.

MAIL COUPON TODAY

Burnham Corporation 4-107
Irvington, New York

Please send me complete information on
BASE-RAY ☐ HIDE-AWAY COOLING ☐
BURNHAM BOILERS for OIL ☐ GAS ☐

Name_____

Address_____

City_____ State_____

FIRST IN THE MANUFACTURE OF BASEBOARD HEATING

*Burnham Corporation*

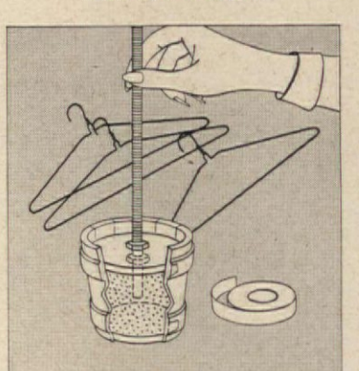
SINCE 1873, MAKERS OF A COMPLETE LINE OF HEATING BOILERS

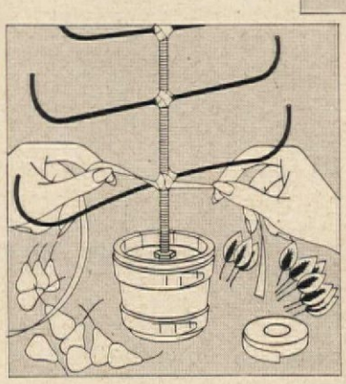



# How To Make An ESPALIER LAMP

**JEANNE WEEKS**

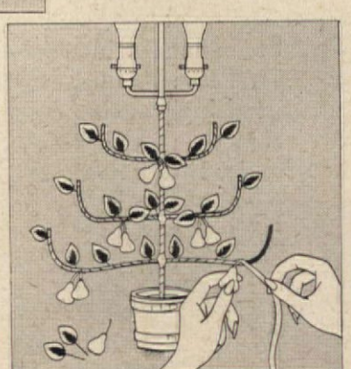
This delightful lamp can be a gay, refreshing touch in any room, and is easy and inexpensive to make. Drill two holes in 4½-in. wooden bucket, one in side, the other in top for ⅜-inch threaded pipe, 21 in. long. The electrical wiring runs through pipe. Secure pipe with washers on each side of top; weight bucket with sand.





To keep in proportion, coat hangar for bottom branch should measure 24 in. before bending and top one 14 in. These are secured with several layers of masking tape. Cover entire pipe and branches with florist tape pulled and wrapped around it tightly.

The charm of an espalier tree is the symmetry of its design. Arrange artificial pears and leaves to balance. These are held to branches by laying stems along wire and then wrapping tightly with another layer of tape. The fixture, purchased at any electrical supply store, screws on pipe with cord running down inside. Add 11-in. shade to finish.



# *Look at this* G-P *paneling idea from Portland*



DECORATOR:
*Lila Colwell, AID, Portland, Ore.*

*G-P American Cherry*
*12'x8' wall about $71*

*G-P American Black Walnut*
*12'x8' wall about $71*

*G-P Blond Cativo*
*12'x8' wall about $48*

This home in Portland, Oregon, uses G-P American Cherry paneling for a background of warm hospitality and gracious living.

G-P prefinished hardwood plywood paneling, V-grooved in random-plank effect, lends itself to full expression of the owner's individuality. Any fabric or color scheme, dictated by later decorative changes, will complement the beauty of natural wood. And time and use do not dim its original burnished lustre protected by exclusive G-P *Hardtop* finish.

**GEORGIA-PACIFIC**
CORPORATION




*For more ideas in home paneling send 10c for 20-page booklet:*
*Plywood Wall Paneling, Georgia-Pacific Corporation, Dept. AH1057, 60 East 42nd Street, New York 17, N. Y.*

**Your building supply dealer will be glad to help you select any of ten varieties of G-P genuine wood paneling that best suit your home.**

KEY* to a fine finish

NEW

# Cummins®

## Double Action Electric Sander



CUMMINS No. 476

$49.95



*gives you TWO sanding actions with exclusive new KEY CONTROL! turn the key to change the action





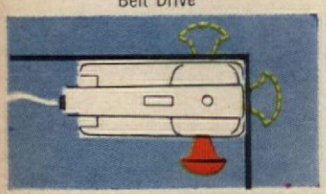
Super-Powered Motor and Timing Belt Drive

**STANDARD FINISH**

*(Orbital Action)*
The ideal sanding action for preliminary and standard sanding.

**SUPER FINE FINISH**

*(Straight-Line Action)*
Perfect for no-chip, no-flake "end" sanding and final finishing.



3-Position Removable Handle Makes "Hard-To-Reach" Places Accessible



Change Abrasives Quickly and Easily

FOR THE FIRST TIME— two sanders for the price of one! Cummins exclusive "double action" enables you to duplicate the professional craftsman's hand-rubbed finish *(straight-line action)* as well as to do fast, efficient sanding for a standard finish *(orbital action)*.

Heavy-duty, ball bearing construction, assures constant trouble-free performance. Self-cleaning action gives greater abrasive life. Ask your dealer to demonstrate this new Cummins sander today! Write for descriptive literature.

Made by John Oster MANUFACTURING CO.

© 1957 J.O.M.C.

Prices slightly higher in Canada.

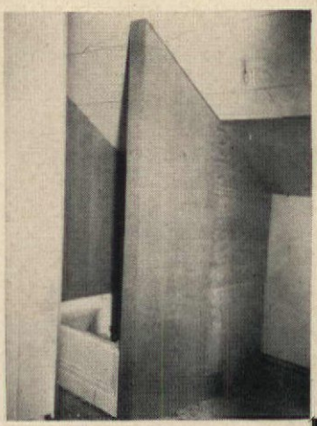
**Cummins Portable Electric Tools**

5055 N. Lydell Ave., Milwaukee 17, Wis.

heart of your workshop

A Complete Line of Electric Tools for Home and Industry

*The ROBERT MAEHRS started with this* ⟶

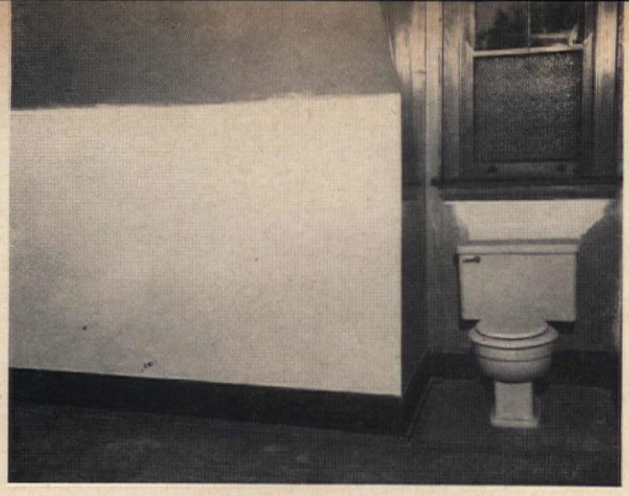


*added a* ⟵ *dividing wall and built-in cabinet, and got this UP-TO-*

(Begins on page 76)







## *DATE, UPSTAIRS BATHROOM*



This upstairs room, with only a toilet, offered the greatest potential for improvement of any room in the house the Maehrs had bought. It seemed to them the logical place for the children's own bathroom. The problem of making space in which to place a tub gave them pause, but they solved it handily—first, by employing a divider, and second, by installing a square tub instead of the usual rectangular shape. The dividing wall serves as a plumbing "island" to hide the pipes, gives greater privacy to tub. The large storage cabinet came next, fitted in naturally.

In giving thought to a wash basin, the Maehrs made a very wise decision: Two boys. Two bowls. Fewer fights. The double-bowl Formica vanitory at left was the result. The unit has two rugged pull-out, stand-on drawers for Brandy and Steve to use until they're big enough to "grow down to the floor." A washable ship-scene mural on two of the walls adds picture interest.



P.S. NOW THEY ARE THREE. **A third little Maehr—a girl—arrived to join the family in its new home in August.**




# CHOOSE COLORS

**which flatter your home and you!**

Let "COLOR . . . for Harmonious Living", the exciting home decorating booklet by Pratt & Lambert, be your guide!






***Use these superb finishes:***

**For WALLS and CEILINGS** *New* Lyt-all Flowing Flat. The smoothest, most elegant wall coating in exquisite colors. As serviceable as it is beautiful!



**For WOODWORK and TRIM** Vitralite, the Long-Life Enamel, in matching colors. Flawless perfection. Gloss or Eggshell luster.

**For FINE WOOD FLOORS** "61" Floor Varnish. Distinctively rich in appearance... Gloss, Satin or Dull. Not slippery. Never needs waxing. Lasts for years.

*Please mail coupon or write.*

**PRATT & LAMBERT-INC.,**
**63 Tonawanda St., Buffalo 7, N. Y.**
Please send me a copy of your book "Color for Harmonious Living." Enclosed is 10¢ for postage and handling.

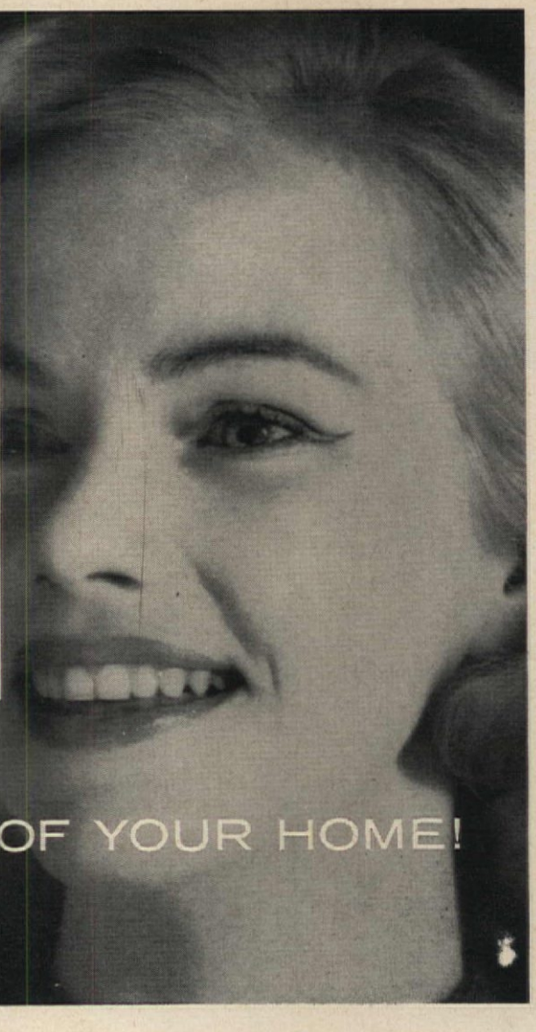
NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____







# DISCOVER THE REAL BEAUTY OF YOUR HOME!

Create your own colorful setting, your own atmosphere of beauty around your home, and you will express all the love and warmth within.

Visualize the loveliest of Spring flowers as they will surround your house—tulips, daffodils, hyacinths, and crocuses. Make this vision come true by planting Government-inspected Dutch Bulbs this Fall. Inexpensive, sold everywhere; and as long as you can dig a hole in the ground, there's still time to plant Dutch Bulbs.

*Discover the real beauty of your home.*

## PLANT DUTCH BULBS THIS FALL



*Your front yard is the setting for your home. So when you remodel the house, be sure to . . .*





# REMODEL YOUR LOT



The Robert Maehrs of Cincinnati decided that if you can remodel a house yourself you can also remodel a garden. So they did. And in doing so they upgraded the grounds just as much as they had done the house. Actually the re-landscaping was the finishing touch of the whole project.

Before they started, there was a seen-better-days "rockery" at the side of the driveway and an evergreen planting of dubious beauty and usefulness. You get an idea how it looked from the picture at the top of the page. The original front-of-house planting was just as undistinguished, as you'll see on page 76.

The driveway job was mostly a matter of removing the evergreens and reconstructing the rock-work bank. The Maehrs redesigned the entire front of the house and installed new steps and walk leading from the drive to the new front entrance. So the foundation planting also had to be redone. The small picture at the left above shows the work in progress, and the large illustration shows how it all came out in the end.

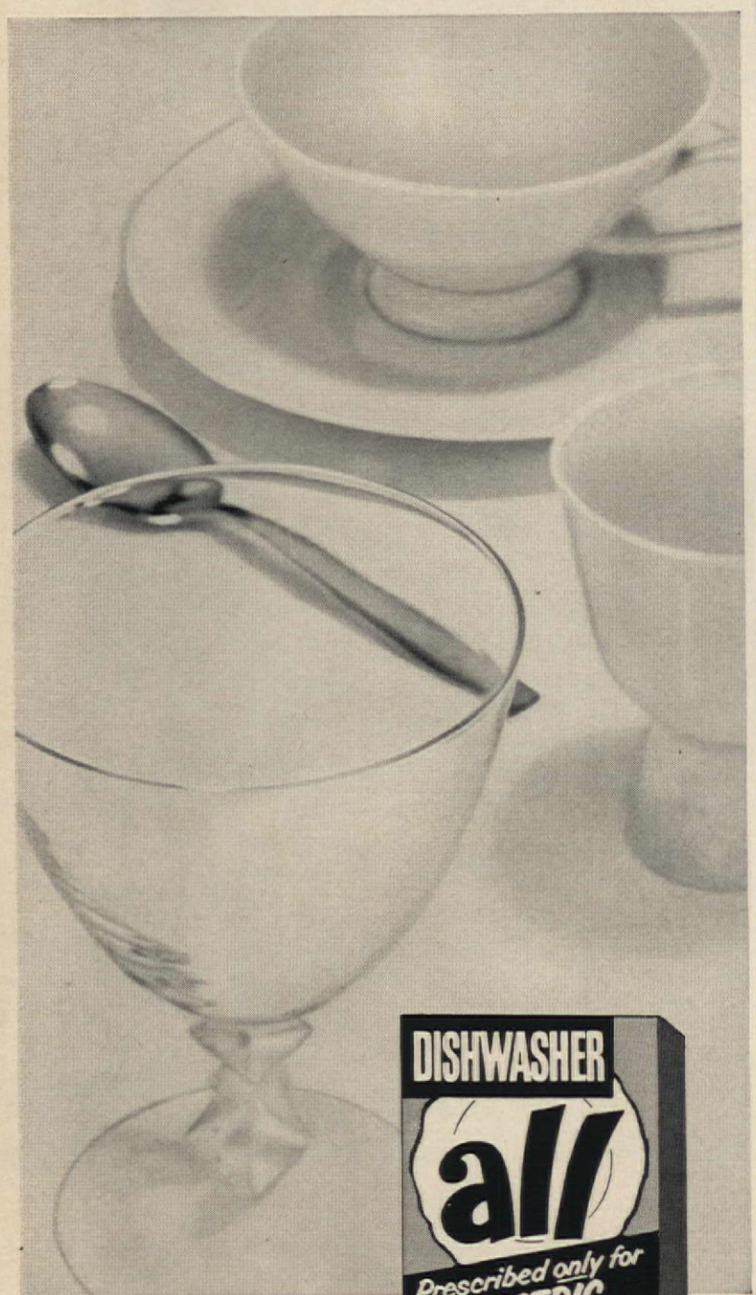
Attractiveness *and* practicality (minimum maintenance!) were the Maehrs' aims when they redesigned and replanted the front of their lot. And, by all odds, they accomplished both.

The stepped rock-work bank is functional and durable, and with just enough rock plants to soften its ruggedness, it has all the eye-appeal they could wish. The low-growing evergreens planted against the new foundation need little care, and the well-defined lawn is easy to mow, water and keep in trim.

The re-landscaping of the Maehrs' home was perhaps a minor part of their remodeling project. But it's a part which everyone sees and which visitors inevitably see first. So if and when you tackle a remodeling job of your own, remember to finish the job—upgrade the grounds as much as you do the house!

*You'll find the full story of the Maehrs' remodeling on page 76*

# FIRST SELF-POLISHING DETERGENT FOR ELECTRIC DISHWASHERS!




*No need to scrub before you load, and no need to spot-wipe after!*

Now there's a self-polishing detergent that makes electric dishwashers fully automatic! The self-polishing action of new Dishwasher *all* starts with the very first drop of water that hits the dishes . . . continues until they are sparkling clean . . . and sanitized, too!

If Dishwasher *all* isn't the finest detergent you've used in your dishwasher, Lever Brothers will refund your money.


## *Shrub-moving gets priority*



Dig a shrub with as large a root-ball as you can manage. First cut the soil in a circle, to the full depth of the shovel or spade, then work underneath.



With the roots freed, lift the shrub onto a piece of burlap or other heavy cloth and tie it up to keep root-ball intact. White roots shown are pachysandra, left to help hold ball together. Grass or weeds work the same.



Dig new hole larger and deeper than root-ball. Fill bottom with well-rotted compost or half-and-half mixture of topsoil and peatmoss so that, when tamped, it will hold the root-ball at the same depth as it was originally.

## *. . . but transplant as many perennials now as you can*



Lift a hardy perennial the same way as a shrub. Dig all around it with a spade or fork and save all the roots possible. This is a clump of Japanese iris; you'd work the same with a phlox, daylily, astilbe, delphinium.

THEODORE A. WESTON

# *Do your transplanting in the fall to save time in the spring!*

If some of your shrubs and perennials are becoming overcrowded —or need shifting to different places—now's a good time to transplant them. Most things can be moved just as satisfactorily in the fall as in the spring, and the odds are you'll have more time for the job now than you will next March or April.

All transplanting is basically the same. Most important, move the plant with as much of its root system as possible, then keep it well watered till it's re-established. Give perennials special attention as to watering for several weeks; good-size shrubs for at least a year. Also, cut back top growth of shrubs about one-third to offset loss of roots that inevitably occurs in digging.



Place shrub in hole, cut string, and tuck burlap down around side of hole. Fill in with compost or topsoil-peatmoss mixture, tamping firm with feet, until hole is three-quarters filled. Water heavily, then fill hole to top.



To help keep soil moist, and also to protect newly-moved roots in winter, mulch shrub with 6″ or 8″ of leaves, held down with sticks. Keep well watered. In spring, water often with a weak solution of soluble plant food.



After digging, you can remove some of the soil with a fork for easier handling. If the plant is overgrown, split it into two or more divisions by prying it apart with your hands or with fork. Keep plant out of sun.



When replanting, be sure to set the roots at same depth as originally—*not* deeper—and water thoroughly. If soil is poor, add compost or topsoil-peatmoss mix before placing plant in hole, water with plant food solution.


"I was plenty powder-burned!"



"I scoured and scrubbed – I spilled and wasted using a powdered copper cleaner."

"NOW I SHINE IN ½ the time with Twinkle paste!"







...IT'S THRIFTY! I save because creamy TWINKLE can't spill, can't scatter – goes much farther – "There's no waste with paste!"

...IT'S SPEEDY! I quickly get copper clean and bright. TWINKLE smooths away grease, tarnish, burner stains instantly!

...MORE BEAUTY! I shine copper to brand new lustre, brand new beauty with creamy TWINKLE paste.

Made by the makers of Drāno and Windex.

*Twinkle is tops for stainless steel too! At grocery stores everywhere.*



NO WASTE WITH PASTE

Functional...the new "Silhouette"
by Health-o-Meter




On display now at your dealers

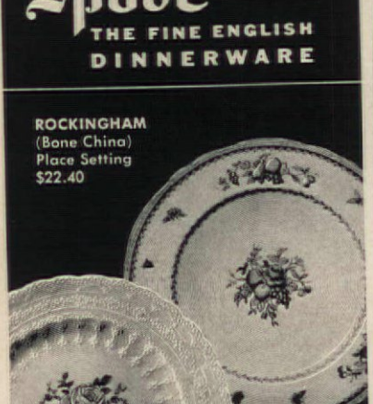
• Built-in handle
• 300-lb. capacity
• Six enameled colors
• Chrome and gold trim
• Vinyl platform mat

. . . and you get all these outstanding features:

REPLACEMENT OR A REFUND OF MONEY Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

Health-o-Meter
America's weight-watcher . . . since 1919
CONTINENTAL SCALE CORPORATION • CHICAGO 36, ILLINOIS

Spode
THE FINE ENGLISH DINNERWARE




There is no need to postpone owning a set of fine dinnerware. You will find ample supplies of Spode in the stores today in a wide range of patterns and prices. Booklet 16 will help you select the proper pattern.

Wholesale Distributors
Copeland & Thompson, Inc.
206 Fifth Ave., New York 10, N. Y.

MADE TO USE AND ENJOY

**WHEN YOU CHANGE YOUR ADDRESS** Please report both new and old addresses directly to The AMERICAN HOME, five weeks before the change is to take effect. Copies that we address to your old address will not be delivered by the Post Office, unless you pay them extra postage. **The American Home Subscription Dept. American Home Bldg., Forest Hills, N. Y.**

New...handsome
CABINET KITCHEN
refrigerator • stove • freezer • sink




only 29" wide

Perfect for motels, apartments, offices, patios, recreation rooms. Combines refrigerator, stove, freezer and sink — also available with oven. Natural wood and white finishes.

WRITE FOR FULL DETAILS TO
GENERAL AIR CONDITIONING CORP.
Dept. A-10 4542 E. Dunham St.
Los Angeles 23, California

General Chef NATIONWIDE SALES AND SERVICE

# Terrarium (Begins on page 56)

## THESE ARE THE KINDS OF PLANTS TO USE IN YOUR WOODLAND TERRARIUM

If you buy from a wildflower nursery, specify such plants and explain what you want them for.

If you collect plants in the woods, remember that many of the little plants suitable for terrariums are protected by state conservation laws and must not be dug up. So check laws, then make selections from among others.

To keep plants fresh while they're out of the ground, line the bottom of your basket or box with a good layer of moist humus or woods soil, and shade the plants with burlap or cloth if you go out into the sun. A garden trowel and a heavy kitchen knife will allow you to dig small plants with practically all their roots.

You'll find the kinds of plants you want in the deep woods, among fallen leaves, close to the roots of larger plants and trees, alongside streams, on wooded slopes, among rocks—in almost any spot where the shade is dense and the surface soil is almost pure humus.

First you'll need thin mosses to line your terrarium container, then some thicker mosses to cover the soil between the plants and give it a woodsy look.

Probably you'll want to have as wide a variety of miniature plants as possible. So be on the lookout for rattlesnake plantain (Goodyera pubescens), pipsissewa (Chimaphila maculata and C. umbellata), partridge berry (Mitchella repens), wintergreen (Gaultheria procumbens), pyrola (Pyrola americana), ebony spleenwort (Asplenium platyneuron), walking fern (Camptosorus rhizophyllus), hepaticas, and woods violets.

A pencil makes a good planting tool. Plant carefully and arrange the plants as artistically as you can. If the leaves become muddied, wipe them off with a moist cloth before planting. Sprinkle a little humus amongst the plants and work a little moss in between them.

When you're finished planting, wipe the glass clean and water the terrarium gently with an atomizer or clothes sprinkler. Water just enough so that the earth exudes a little moisture when pressed gently.

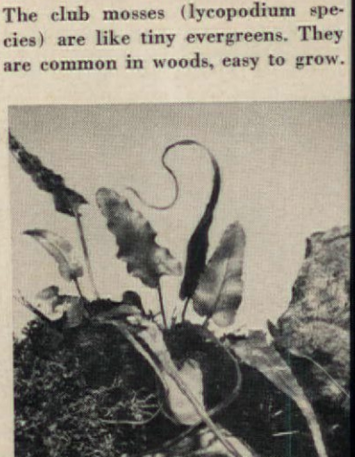
Close the terrarium with the glass cover and place it in a cool window where it won't be in strong light—*never* in direct sunlight. Whenever the glass becomes clouded, raise the cover for a short time.

Water your terrarium, *lightly*, only when the earth in it is no longer moist to the touch.

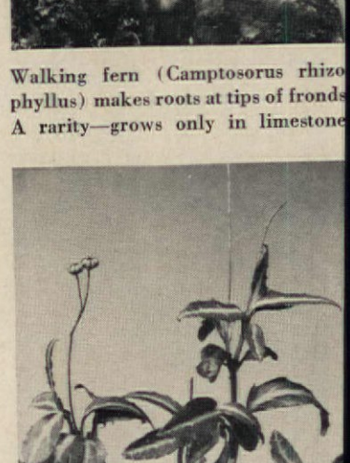
If you work carefully when you make it, and take good care of it when you've got it completed, you'll find your woodland terrarium a constant source of joy. THE END



The club mosses (lycopodium species) are like tiny evergreens. They are common in woods, easy to grow.



Walking fern (Camptosorus rhizophyllus) makes roots at tips of fronds. A rarity—grows only in limestone



Striped pipsissewa (Chimaphila maculata) grows 3" high, with leathe leaves, in dry, acid, pine woo

# Kitchen Bouquet




brings you all the flavor of

**OUTDOOR CHARCOAL BROILING RIGHT IN YOUR KITCHEN RANGE**

or get

**Double Your Money Back!**

DO THIS: Brush the meat generously but evenly on both sides with Kitchen Bouquet. Broil until done.
GET THIS: Rich brown crust on the outside . . . tender and juicy meat on the inside. Just like in charcoal broiling!

If you're not completely satisfied with Kitchen Bouquet, return the empty bottle and your name and address to: Kitchen Bouquet, West Chester, Pa. And get double your money back!

**Famous for Gravy... for Cooking Meats and Poultry**

**Q. Why Do B in B Mushrooms Taste Better?**

**A. Because They're Broiled in Pure Creamery Butter *and packed in their own broth!***

They're better and easier to use than mushrooms packed in salty brine. B in B BROILED IN BUTTER MUSHROOMS ARE READY TO HEAT AND EAT. USE BROTH AND ALL!

**FREE!** 32-PAGE RECIPE BOOK
**"MUSHROOMS IN YOUR MENU"**
WRITE: B in B MUSHROOMS
WEST CHESTER, PA.




New ideas for tasty ... different dishes using the 3 popular styles of B in B MUSHROOMS:

WHOLE CROWNS . . . SLICED . . . CHOPPED

**SCHUMACHER ELEVATORS**

Low cost units for 2 or 3 floor residential service. Write Schumacher Elevator Co., Route 2, Waterloo, Iowa, for 57A Price List.






Washburn paints record-player cabinet they bought unfinished, while Helen covers favorite chair in fabric to match draperies. Unfinished chests in the bedroom were painted beige, the color of the walls.

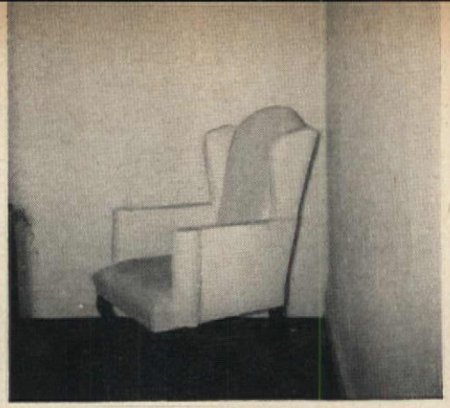
# *The WASHBURN DeMOTTES LIVE HERE*



MARY E. MONZE



Changes in entrance hall to De Motte apartment make dramatic before-and-after story. At left, Washburn lays the black-and-white tile floor. They splurged on this—the scenic mural and louvered doors—but saved by doing installations themselves. The mural is hand-printed on wall canvas that is really scrubbable.







This "apply-it-yourself" canvas mural, "Venice," with its brick wall dado is pre-pasted and pre-trimmed. Budget-priced, too, considering its decorative value. The old-world elegance of the Venetian canal street scene with open sky seems to add a greater feeling of space and distinction to the small, once-dingy hallway.



## *Our Market Place editor and her husband apply American HOME know-how to rejuvenate a tired old apartment*

Many of you are familiar with Helen De Motte through her mail-order shopping section. How does our Market Place editor live after 5 o'clock? Well, here she is at home, living not too differently from you or from the Joneses, except for the different local color of a big-city environment.

Some months ago Helen and her husband Washburn looked over an old apartment in Greenwich Village. It was a dreary, dark and completely run-down place. One look would have discouraged most people: the walls had gaping holes in the plaster, floors were rough, and the whole apartment needed rejuvenation. Everything seemed to entail a major undertaking. But the De Mottes, being dauntless do-it-yourselfers and ardent optimists, took it because they could see its possibilities.

In the months that followed there were moments in the midst of painting and refinishing when they wished they hadn't. Limited to working weekends and after work, they discovered that the project took much longer than they had bargained on.



A real asset in an old apartment: a fireplace that really works! Here the De Mottes relax before a cheerful fire and play chess, their favorite game. Washburn made the table and chessmen himself. Civil War sword above mantel was presented to his great-grandfather.

See "Where Credit Is Due," page 148

Washburn prepared the walls for painting and finished the floors, including laying tiles in the hall. Helen made curtains, slipcovers and sofa pillow covers. The café curtains are of inexpensive Indian-head cotton. Both did the painting and hung the hall mural. Helen says, "Painting the dark living room and kitchen walls a cheerful white was like going from night to day." Black and white rugs and the black-covered hide-a-bed against the white walls are smart and effective. Light brown chairs, bright peacock-blue café curtains and pillows in the same blue and a green complete the color scheme. In the bedroom, walls and rug are in a light, warm beige. The peacock blue is repeated in the bed cover, and the draperies are an attractive print combining all the living-room colors. This print covers that favorite bedroom chair, too.

Here is a case where only the most necessary pieces of furniture were purchased. A few things like the Victorian piece in the hall and small tables were family "hand-me-downs." Washburn made the bookcases. However, the charm of the apartment and its decorative values are due to the happy co-ordination of everything—books, pictures and accessories. An excellent decorating job done inexpensively and simply with individual and rare good taste, the De Mottes' apartment with its clean, uncluttered look is as cheerful and welcoming as an invitation to call.

THE END



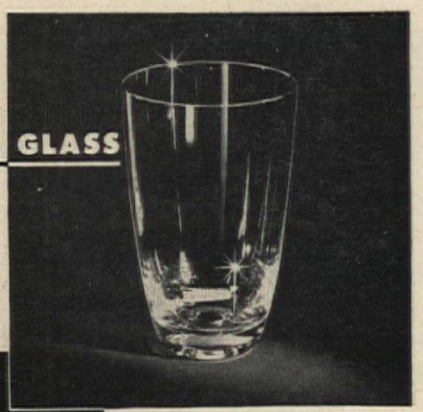


**Washburn shows Helen new addition to collection of miniature French soldiers, on shelf above.**

**The De Mottes return from shopping at a nearby market. Since both work, they share all chores.**

*Short Course to Brighter Results with your Electric Dishwasher!*

**G IS FOR GLEAMING GLASS**



washed super-clean, dried spotlessly bright, thanks to New Formula Electrasol. No other dishwasher detergent can match the sparkle it gives even your smoothest crystal!



**D IS FOR DAZZLING DISH**

automatically washed so clean with New Formula Electrasol that rinse water slips off in sheets . . . never stands and dries in spots. It twinkles . . . without any buffing!

**S IS FOR SHIMMERING SILVER**



lustrous and bright although it's been washed hundreds of times with New Formula Electrasol. No wonder Electrasol is recommended by every leading manufacturer!



**M IS FOR MORE FOR YOUR MONEY**

A shiny quarter . . . you'll be surprised how many you'll save! Electrasol is the most economical dishwasher detergent you can buy. Why pay more when you can get the best for less.

**WONDERFUL IS FOR NEW FORMULA**

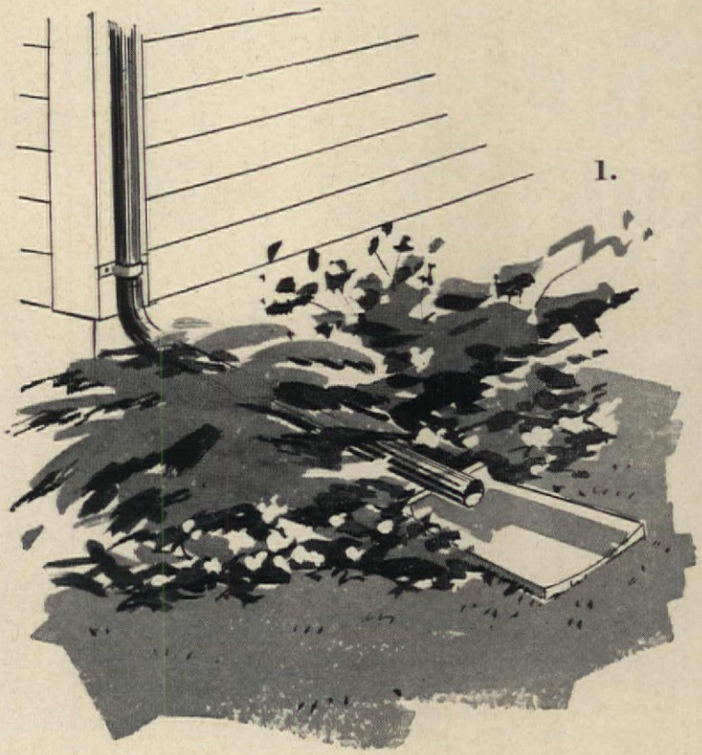



made by the pioneer firm in detergents specially designed for automatic dishwashers! It's the finest you can buy . . . try it today. Foil wrapped to preserve full cleaning power!

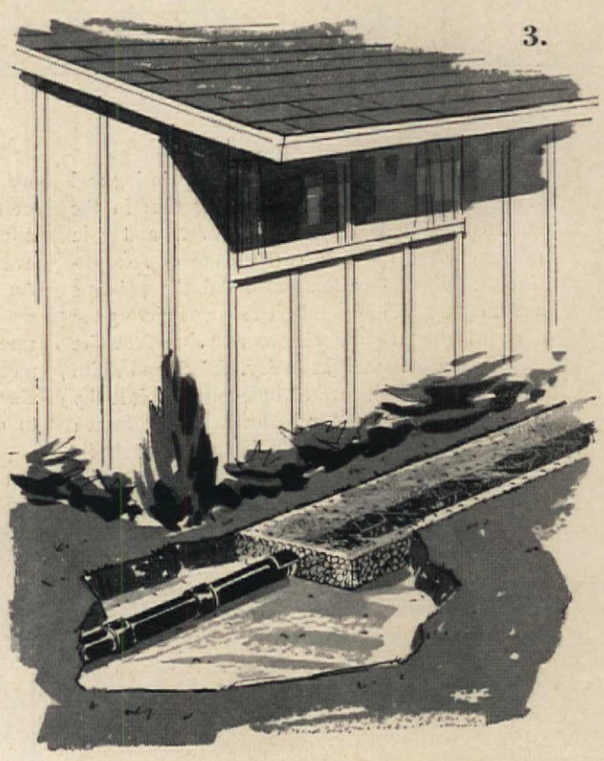
*America's most economical dishwasher detergent*

**Another Famous Product of ECONOMICS LABORATORY, INC.**


# HOW TO HANDLE




ALL DRAWINGS: SIGMAN-WARD

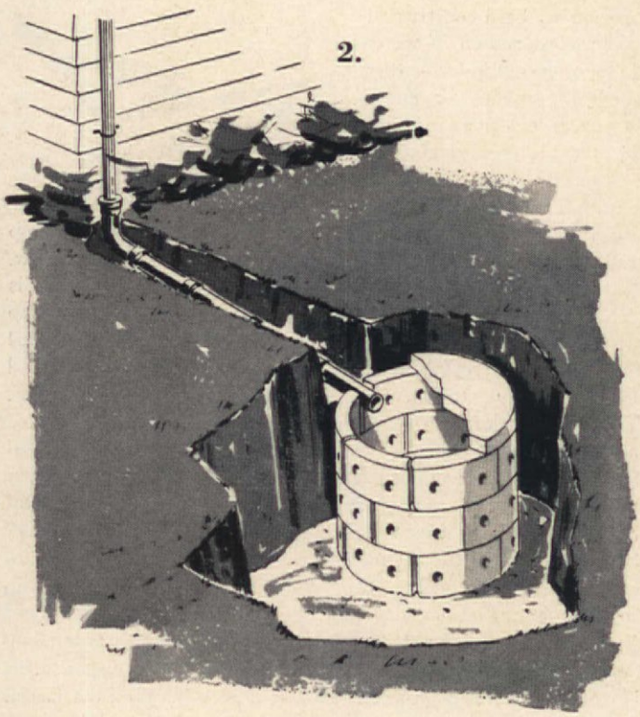


# THE RAIN ON YOUR ROOF

*If you know the basic facts about water drainage, you can solve almost any problem nature dreams up—from downpour to drought*

1. *Concrete Run-Off.* If you want a dry house, the water from the downspouts must be led away from the foundation walls. A good way to do this is to install a 45 degree elbow at the end of the downspout and connect to it a straight, 4′ length of metal leader pipe. Under end of pipe place a concrete slab sloping away from house. The slab should be trough-shaped, about 12″ wide at the rear, 18-24″ wide at the front and at least 24″ long—longer if you don't mind the looks of the trough.

2. *Dry well.* Another solution is a dry well lined with concrete cesspool blocks. Size of well depends on the size of the downspout, rainfall, and type of soil. If the downspout is, for instance, 3″ in diameter, a dry well in coarse, gravelly soil need measure only about 3′ in diameter and 3½′ deep. In more compact, sandy loam, make the well 4x5′. In clay or heavy loam, make it about 6x5′. Dry wells should be located at least 10′ from the house. Top of the well should be a concrete slab.



2.

3. *Catch Basin.* Modern houses without gutters drip water along the entire length of the roof. This drippage can dig a trench in the ground, may soil the house siding and can start leakage through the foundation walls. To solve this problem, install a stone or concrete catch basin under the eaves. Or (as shown), install a continuous foot-wide, foot-deep strip of crushed stone in which is laid a row of clay drain tiles with open joints or lengths of perforated composition pipe. Slope drain away from the house to sewer or dry well.

4. *Combination drainage-irrigation system.* With drought a problem in many parts of the country, it's smart to use the rain off your roof to water your grounds. Lay perforated composition pipe 6″ under the surface of your lawn. Perforated pipes are connected to downspout with solid pipe run out a minimum of 5′ from your foundation wall. Water from roof downspout seeps out evenly into ground through holes in pipe. You can use perforated pipe in any porous soil that will soak up and distribute water. PLEASE TURN THE PAGE



4.




## Smart young modern going places...

You might see her stepping out of a doorway, or walking down a busy street—head held high—eyes bright—a *freshness* to her walk, her manner, her grooming. She's one of today's smart young moderns—the kind of woman who *never* lets "problem days" interfere—for she insists on Tampax® internal sanitary protection.

She knows that the internal absorption of Tampax makes possible new freedom, new poise on *those* days. Tampax eliminates chafing, bulging pads . . . twisting, cutting belts . . . embarrassing odor, too. Keeps her feeling dainty, comfortable, sure of herself.

Tampax is invisible and unfelt when in place. So made that hands need not touch it at any time. Inserting, changing and disposal take only *seconds*. And, it's so *convenient* to carry extras.

Join the *millions* of smart young women *all over the world* who use Tampax! Try it this month. Choose from 3 absorbencies (Regular, Super, Junior) wherever drug products are sold. Tampax Incorporated, Palmer, Mass.



# When the walls of JERICHO went up

**1952** The newly married Jericho's had big ideas about their home—and a small bank account. Solution? They did their own decorating with WALL-TEX wall canvas. It was easy because WALL-TEX won't scratch or tear like paper. They simply cut strips to the right height, pasted and put them up. There was no mess, no waiting for the job to dry. In less than a day they had luxuriously decorated walls at a saving of almost one half.



**1957** The Jericho's are now three, and Jerry Junior is no respecter of walls, beautiful or otherwise. Mrs. J. takes it all in stride because her WALL-TEX walls are really scrubbable. A little soap and water, and grease, grime, fingermarks, even crayon wash right off. She's done this job many times before, but the lovely colors under that water-proof WALL-TEX surface are as fresh and bright as they were in 1952.



**Send for it!**
Constance Hunter's "WALL-TEX Decorating Guide." Tells how to make rooms look bigger, how to hang WALL-TEX. Contains Pattern Selector to help choose the right pattern for any room in the house. Send 10c to Constance Hunter, Columbus Coated Fabrics Corp., Dept. AH-107, Columbus 16, Ohio.

*Open your walls to the fun of living*

**Wall-Tex®**
**Scrubbable Wall Canvas**

IN CANADA: EMPIRE WALL PAPER & PAINT CO.

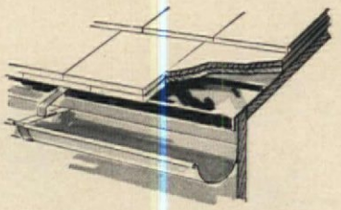

# Rain on Your Roof

**(Continued)**

The rainwater that pours off your roof is a mixed blessing—mostly on the bad side as the majority of people see it, but with a hidden virtue nonetheless. The problems are obvious: windows are splattered. Leaks may develop in side walls. Drives and walks at the base of downspouts may be ice-coated in winter. Basements and crawl spaces may spring leaks which, in turn, create a condensation problem.

On the other hand, most people overlook the fact that water from the roof can be put to good use to water the lawn and garden. It costs nothing; and being free of chemicals, it is better for your plantings. Whether you use rainwater for irrigation purposes is, of course, up to you. Whatever your decision, you should make certain your roof-drainage system is designed to prevent annoyance or outright trouble.

**Fig. A**



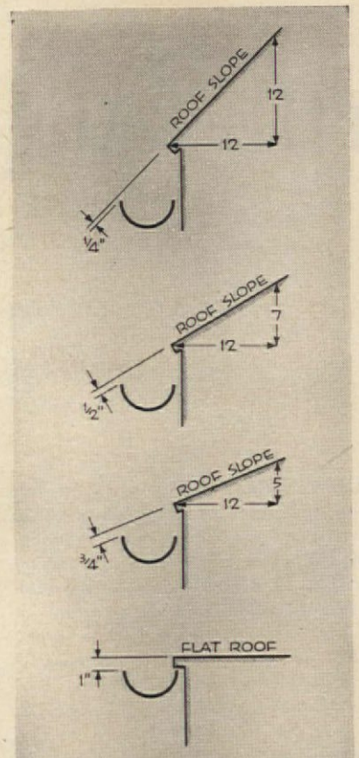
DRIP EDGES: Assuming that your roof has been constructed to assure fast run-off of water and to prevent leaks—either through the roofing or under it at the eaves—there still remains the problem of keeping the water from dripping down the walls and windows underneath. Despite what you may think, water does not necessarily drop straight from the roof edge into the gutter or to the ground below.

Did you ever notice water streaks on the fascia boards and walls under a roof? They were caused by rainwater which trickled back up under the edges of the roof and then down the face of the first vertical surface it met. Creeping uphill is one of water's little tricks, and there's only one way to cope with it—install a drip edge along the roof.

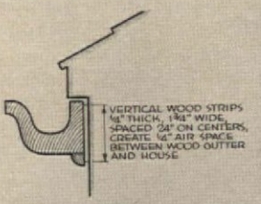
The best type of drip edge (see fig. A.) is a 4-5″ wide strip of non-corrosive metal extending the length of the roof. Bend the metal lengthwise ½-1″ in from one edge. Then slip the wide flange up under the edge of the roofing so that the roofing overhangs the narrow metal flange a fraction of an inch. There should be a gap of at least ⅛″ between the back of the narrow flange and the roof deck. Then bend the narrow flange straight down. Water flowing off roof will drip straight from the thin metal edge.

The only excuse for not installing a drip edge of this type along all eaves is if the lines of a modern, gutter less roof are spoiled. In this case, take care to project roofing at least 1″ beyond the fascia.

GUTTERS: Given a competent contractor, you should have no worries about your gutter installation. Wood gutters, however, may cause occasional trouble unless a metal flashing strip is installed behind them to prevent water from leaking up over the back of the gutter and draining down into the side wall. THE END




**Roof drainage depends on proper location of gutter. Four typical roof pitches show right position for gutter to catch water, yet avoid sliding ice, snow.**

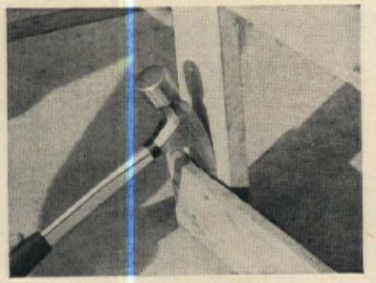



**Maintain air space between wood gutter and house to keep wood dry. This will help to prevent rot.**

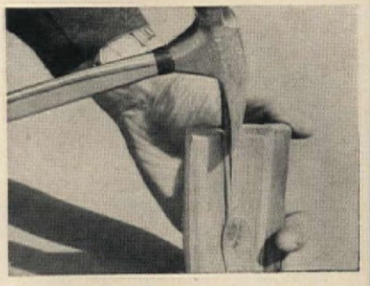

# THE HANDIEST HAMMER



The straight or rip-claw hammer is the favorite of many because of the wide range of jobs it can perform. Here the claw tip starts tiny nails.



As a pry-bar, in remodeling, uncrating or any other job where it can be used to chop between layers, it's worth the help of an extra man.



Like a hatchet it splits wood when rough-shaping demands it. If ends of claws are kept sharp, you can even point the ends of stakes, too.

**no hard work**

**no frequent waxing**

**and floors shine every day**

# THAT'S WHY AMERICA LIKES REGINA BEST FOR FLOOR CARE



**Scrubs in a twinkling...with twin brushes!** No more knee-work! Twin-scrubbing brushes get every inch of your floor spotless-clean, whether it's linoleum, asphalt tile, any washable floor. You're ready to wax and polish in minutes! You *polish* with special brushes, free from caked wax and dirt. Regina has the right brushes for every floor job!



**Polishing is easy...and you rarely wax!** *Regina's the lightest weight polisher possible for a really professional job!* Glides along at your touch! Twin brushes cover floors fast in wide 12" sweeps...right up to baseboards, into corners...without marring woodwork. With self-polishing waxes too, the shine stays so long...you skip many a waxing!



**Beauty every day...with once-in-a-while care!** Take a few minutes to spark-up table tops, as well as floors, with Regina's twin buffing pads. You get results that *stay* beautiful—for days and days! And you buff only now and then! Regina works wonders with full ¼ HP motor. Ask your dealer for a quick demonstration of America's No. 1 Polisher.

*Once you own it, you'll never give it up!*

# REGINA

TWIN-BRUSH

**POLISHER and SCRUBBER**

Find your Regina dealer in the YELLOW PAGES under "Floor Machines"

If not listed—mail coupon

**Throughout the years, America's first, best, most widely used polisher** – *thousands still giving trouble-free service after 25 years.*

Available with optional rug-cleaning and sanding-refinishing attachments

**FREE! Send today for informative booklet!**

The Regina Corporation, Rahway 6, N. J.
Please send free "Bulletin 44—Care of Floors," and name of nearest dealer.

NAME_____

ADDRESS_____

CITY_____ ZONE___ STATE_____

In Canada, Switson Industries, Ltd., Welland, Ontario.

*By the world's largest manufacturers of twin-brush polisher-scrubbers...also makers of famous Regina Electrikbroom*




And a new experience awaits you with an L & H Custom-Bilt* massive, fully automatic oven with triple Rotisserie...and cooking top with the new Speed-Matic and Therma-Matic surface elements plus griddle. Beautiful in performance...Beautiful in accent for your modern built-in kitchen. Give your kitchen and yourself the convenience and versatility you want in preparing meals.

**THE LEADER IN ELECTRIC RANGES SINCE 1910**

**A. J. LINDEMANN & HOVERSON CO., DEPT. AH-1057**
Subsidiary of Norris-Thermador Corporation
601 West Cleveland Avenue, Milwaukee 15, Wisconsin
Please send me, free, full information about L & H Custom-Bilt Electric Ranges

NAME _____

STREET ADDRESS _____

CITY _____ ZONE ____ STATE _____

*REG. U. S. PAT. OFF.

**ROTO-ROOTER Razor-Kleens without replacement Clogged Up Drains in Kitchen, Bath, or Basement.**




**ROTO-ROOTER®**
**SEWER SERVICE**
**for ANY DRAINAGE FAILURE**

Thoroughly cleaned and trouble free, old lines flow like new again. Look for ROTO-ROOTER, white pages, in your phone book.

ROTO-ROOTER CORP. Dept. A-57, Des Moines 14, Iowa
Franchises Available in Some Localities • Write for Free Literature

*The Only National Sewer Service Available Locally*

ROTO-ROOTER SEWER SERVICE

**WHEN YOU CHANGE YOUR ADDRESS**

Please report both new and old address directly to The AMERICAN HOME, five weeks before the change is to take effect. Copies that we address to your old address will not be delivered by the Post Office, unless you pay them extra postage. Avoid this unnecessary expense by notifying us five weeks in advance.

THE AMERICAN HOME Subscription Dept., American Home Bldg., Forest Hills, N. Y.

***Here at last . . . Flexible pipe with amazing strength!***



**ORANGEBURG®**
***SP Plastic Pipe***

- Slit-Proof (will not "Pin-Hole")
- Light, Flexible
- Coil Lengths to 400'
- Does Not Rust, Rot, or Corrode
- Takes Greater Pressures
- Low Installed Cost

NEW — for water service lines, wells, lawn sprinkler systems, irrigation, swimming pools. Easy to install. Needs no special tools. Exceptionally strong, long-lasting. Approved for drinking water. Be sure you get Orangeburg SP — the only plastic pipe made from a superior new-type resin. ½" to 2" sizes. Write Dept. AH-107 for facts.

ORANGEBURG MANUFACTURING CO., INC.
Orangeburg, N. Y. Newark, Calif.


# PATTERN ORDER FORM

**Please allow 3 weeks for handling and mailing**

If you wish air mail delivery, kindly add 15¢ per pattern to cover cost of postage.

These patterns are shown on page 111:

**1693—50¢.** Sea-going captains first brought home "tinsel" pictures such as these from China. They will brighten a wall with a new-old gaiety. These are reverse paintings on glass, and we know the secret of painting the thin colors so the "tinsel" illuminates the picture. Two full-sized tracing patterns.

**1694—50¢.** Needlepoint has always been greatly favored by the ladies, and this is a fine example of an old floral spray which is ideal to cover a footstool, a big squashy pillow, chair seats, or frame and hang on the wall. Full-size pattern comes with color key.

**1695—50¢.** Crewel work dates back to Jacobean times and is a very expressive way of using wool for embroidery. This is a fine example which we copied from the "Index of American Design." It was originally either part of bed hangings or a valance for curtains. Full-size transfer pattern—just press onto linen, then embroider, following color key.

**1700—50¢.** A wonderful design of a bowl filled with colorful fruit to paint with stencils on velvet. The original of this picture is in the Folk Art Gallery in the Fenimore House in Cooperstown, N.Y., and we offer this pattern to you through the courtesy of the New York Historical Association at Cooperstown. This pattern has full-size design for you to cut stencils from, plus original color key to follow.

**1697—50¢.** This pattern contains two small fruit designs to stencil on velvet. The originals are in the New York State Historical Society Bldg., in N.Y.C. (which gave us permission to reproduce them for you). Stencil cutting instructions and original color key with designs.

**1698—$1.** When we grouped all of our lovely accessories together—all for you to reproduce—we knew we had to have exquisite curtains—so we designed these beautiful latticed organdy ones for you to copy. They are not difficult to make on the new sewing machines, and the very new sheer white felt-like fabric interlining keeps tabs crisp and fresh.

**1699—50¢.** A little building pattern of a fine old miniature dower chest makes it possible for you to own one to use for your "work box," or to hold jewels, letters or other small treasures. Full-size cutting details.

This pattern is shown on page 112:

**1703—50¢.** Build a tiny "flower-and-ribbon" shelf out of thin plywood, then paint it. This pattern has full-size cutting details and floral and ribbon painting design included.

These patterns are shown on page 113:

**1647—50¢.** A delightful little "courting" mirror will tempt your teen-ager to keep her hair shining clean and brushed to glisten. This pattern contains full-size cutting details and quaint floral designs to paint.

**1704—50¢.** Miniature shelf to hold a posy and a plate. Gay peasant bird forms bracket support. Full-size cutting details and painting design.

**1705—$1.** This obstract hooked rug is so handsome it could hang on a wall! The colors are superb. Full-size transfer pattern. You can stamp this on burlap or canvas and PAINT it if you wish.

These patterns are shown on page 115:

**2130—75¢.** Bring the West right into your young cowboy's room with this "covered wagon" bed. He won't need to be persuaded that it's bedtime. A Home Workshop pattern which is an honest-to-goodness blueprint comes with complete list of all materials needed and instructions for building.

**2131—75¢.** A fine Queen Anne highboy with a secret drawer! This is the kind that is almost impossible to find—and if you do, the prospect of paying $650 for one is downright discouraging (not to say impossible). BUT you can build one for about $100 depending on the kind of wood you use and the brasses. A complete Home Workshop pattern.

**2132—$1.** Mosaic tables are NEWS and very important news in the decorating field. You can build one like this from our Home Workshop pattern. The wondrous horseman was copied from a rare old 12th-century Chinese bowl. Our colors are the original ones.

This pattern is shown on page 116:

**1685—35¢.** Make Dad happy by making his pet living-room chair presentable. This step-by-step picture pattern shows you exactly how to cover a reclining chair like a second skin.

This pattern is shown on page 117:

**1706—25¢.** "Beau" loves Jenny—but he also loves the soft warm rug! And who wouldn't, for it is a beauty—11 ft. by 11 ft. square. You can make it larger or smaller.

☐ Complete list of patterns available—10¢

| | | | |
|---|---|---|---|
| ☐ 1693—50¢ | ☐ 1697—50¢ | ☐ 1703—50¢ | ☐ 2131—75¢ |
| ☐ 1694—50¢ | ☐ 1698—$1 | ☐ 1704—50¢ | ☐ 2132—$1 |
| ☐ 1695—50¢ | ☐ 1699—50¢ | ☐ 1705—50¢ | ☐ 1685—35¢ |
| ☐ 1700—50¢ | ☐ 1647—50¢ | ☐ 2130—75¢ | ☐ 1706—25¢ |

*Name* _____

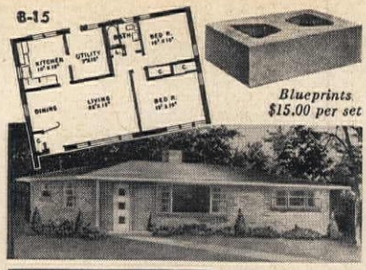
*Street Address* _____

*City* _____ *Zone No.* _____ *State* _____

PRINT name and address in coupon which will be used as label for mailing patterns. Cut out order form along dash lines, check patterns desired and send personal check or money order (please do not send stamps). If you live in New York City, add 3% for City Sales Tax.

**AMERICAN HOME PATTERN DEPARTMENT, P.O. BOX 296, FOREST HILLS, N.Y.**

B-15



*Blueprints $15.00 per set*

**$388.31 buys all the Brikcrete needed to build the exterior walls of the "Brikadier."** **National Average. May vary by locality.*

Eight-inch Brikcrete, usually costing less than lumber, means all-masonry walls without price penalty. Provides the combination of safety, long life, eye-appeal, low maintenance and high resale values that only fine masonry can deliver — not only for the "Brikadier", but for any size of home or any type of building. Design, size and proportion in line with modern architecture. Range of 14 colors. Low cost because of local manufacturing. Write for literature and name of nearest plant.

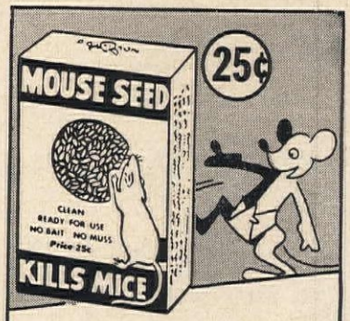
BRIKCRETE ASSOCIATES, INC.
404 W. 25th Street
Holland, Michigan
*806 Dundas Highway*
*Cooksville, Ontario*



**Manufacturing Territories Open**

*More local plants are badly needed to supply increasing demand. To men of vision and aggressiveness, Brikcrete is truly an outstanding manufacturing opportunity. Ideal community enterprise. Plants operate in franchise protected territories. Liberal sponsor cooperation. High income potentials. Requires no skilled labor. We supply the basic equipment on easy-to-pay rental terms. Write for Brikcrete Book No. 2 for information.*






Proven by millions of mice-hating householders for more than 50 years. At drug and other dealers. No mail orders. W. G. Reardon Laboratories, Inc., Port Chester, N. Y.

(Mouse Seed—Reg. U. S. Pat. Off.)






- EASY, QUICK TO INSTALL IN FURNITURE, BUILT-INS
- MAKES WOODEN DRAWERS OPERATE SMOOTHLY EVEN IN HOT, HUMID WEATHER

Stop breaking your back trying to open that stuck drawer! Sensational Roll-eez Set "A" cures the cause of stuck drawer troubles by eliminating friction of wood-against-wood and maintaining drawer alignment. Made of noiseless, self-lubricating NYLON rollers mounted on steel frames. Each drawer set includes simple instructions and nails. Anyone can install. Used by cabinetmakers to provide lasting convenience in homes of every price range. At hardware, lumber dealer. If he does not stock, remit to factory.




Nail two Roll-eez "N" to rail at drawer opening. If drawer has center guides, nail third Roll-eez "N" on top of back in middle, and Roll-eez "M" on bottom of back, straddling guide.




Building, Remodeling? Ask contractor to equip cabinets with Roll-eez. So inexpensive.

Jobbers Dealers Write

JUNIOR-PRO PROD. CO.
DEPT. A 118 E. Marceau St., St. Louis 11, Mo.


## HOW TO CRYSTALLIZE FLOWERS

Dissolve 2 cups powdered alum in 4 cups boiling water. Stir until dissolved. Pour solution into shallow glass or plastic bowl. Place flowers of one color, petals up, into bowl, separating slightly from each other before crystals form on top of solution. Flowers crystallize in 20 min. to 1 hr. Do on clear day, as humidity forms larger crystals. Remove gently. Hang up to dry (overnight best). When dry, wrap bottom of flowers to stem of #10 wire with ¼" strip moss green Duplex crepe and join in crepe leaves. For deeper color, add colored crepe paper scraps to alum solution.



**(Illustrated in color on page 112)**

**MATERIALS:** Dennison Duplex Crepe Paper — brilliant light pink, spring/moss green, leaf/moss green, #10 wire (8 lengths), spool wire, paste, flower clay.

## DIRECTIONS

**CORAL SPRAY:** Cut 24 three-inch squares. Roll each one separately around one end of 6" piece #10 wire. Paste ends down. Wrap the end of one formation with a ¼" wide strip of pink Duplex crepe several times, then join in additional coral branches as you wrap, making each one a little lower, until a spray of four is formed. Clip ends for varied heights, and bend into desired shape. Make one more coral spray of four branches; two with five branches; and one with six branches. Then place in alum solution in order to crystallize.

**SEAWEED:** Cut green Duplex crepe 1" wide (with the grain) by 18" long. Fringe one long edge ½" deep. Wind fringed strip around a 6"-length of #10 wire. Paste end down. Make six more sprays using both light and dark Duplex and then place in alum solution.

**LEAVES:** Cut two leaves 9" long by 2¼" wide across the grain. Also cut two or three shorter leaves approximately 6" long. Reinforce leaves with #10 wire pasted down the center back.

**ASSEMBLING:** Place flower clay in center of a large shell; insert green leaves in clay toward back of shell; place coral in center front and fill in around it with sprays of seaweed.





and with an L & H Classic Custom-Bilt* Refrigerator-Freezer you will thrill to the enjoyment of having a beautiful and glamorous, big bilt-in combination 10.2 cu. ft. refrigerator and 4.0 cu. ft. freezer which occupies no more space than an old-fashioned refrigerator. Designed for organized storage... easy accessibility and simplified cleaning.

A. J. LINDEMANN & HOVERSON CO., DEPT. AH-1057
Subsidiary of Norris-Thermador Corporation
601 West Cleveland Avenue, Milwaukee 15, Wisconsin
Please send me, free, full information about L & H Custom-Bilt Electric Refrigerator-Freezers.
Name_____
Address_____
City_____ Zone_____ State_____

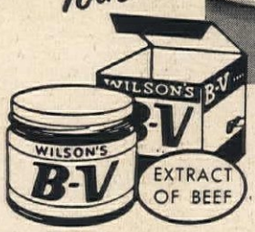
L&H

*REG. U. S. PAT. OFF.



WILSON'S **B-V** *Gives Meat Loaf the T-Bone Touch*






A clever hostess serves individual meat loaves made the B-V way. Real gourmet flavor. Just blend in 1 tsp. B-V dissolved in 3 tsp. boiling water for every pound of meat in your favorite recipe. Then shape and bake. Expect high praise!

***Leading chefs add B-V to HAMBURGERS, STEWS AND SOUPS, ALSO.***

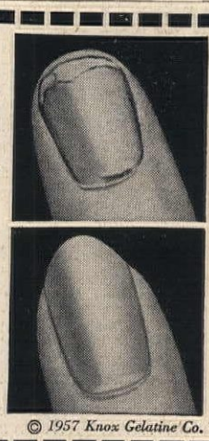


*THE ONE WAY TO HELP*

**SPLITTING NAILS**

which has been proved by published medical research, is that tried and true

**KNOX Gelatine**






Once a day drink one 5¢ envelope (115-120 grains) in bouillon, fruit juice or water. In 90 days it makes most nails lovely and pliant. Directions in package. For scientific proof write to Knox Gelatine, Johnstown, N. Y., Box A-31.

AT YOUR GROCER'S

© 1957 Knox Gelatine Co.

# HOUSEHOLD HINTS



from the **Weldwood Wizard**




**Repair Wood Window Valances With Weldwood Plastic-Resin Glue.** In corner joints or split edges, this easy-to-mix glue makes your repair job stronger than the wood itself. Resists dampness. Apply to both surfaces and clamp—sets in 5 to 6 hours. 3½-oz. can, 35¢; 8-oz. can, 65¢.




**Reset Stones In Costume Jewelry With Weldwood Presto-Set Glue.** Squeeze out a little Presto-Set on stone and setting, press together, and the job is done. Clean-working white glue dries quickly, best you can use when clamping is difficult. Washable, nonstaining, has many household uses. Handy tubes, squeeze bottles, and jars. From 19¢ to $2.39.




**Fix Junior's Leather Holster With Weldwood Contact Cement.** Coat both surfaces to be joined with Contact Cement—let dry—apply second coat—let dry again. Now press them together for an instantaneous, permanent bond. Highly water-resistant, needs no clamping. Tubes, bottles, and cans from 29¢ to $2.45.

## Weldwood® Wizards



ADHESIVES, FIRZITE®, SATINLAC®, FLEXIBLE WOOD-TRIM®

On Sale at Hardware, Paint and Lumber Dealers'

**SPECIAL TRIAL OFFER SAVE 33¢**
**United States Plywood Corporation**
**Box 525, New York 46, N. Y.**

Mail us this coupon before December 31, 1957 with 50¢ and you'll receive a 3½-oz. can of Plastic-Resin Glue, a ¾-oz. tube of Presto-Set Glue, and a ¾-oz. bottle of Contact Cement—an 83¢ value for only 50¢. Offer good in U. S. only.

AH10-57

Name.....

Street.....

City.....State.....

# Where Credit Is Due

**NOTE:** When writing for information to firms given below, address your inquiries to attention of Director of Publicity.

**HAPPY SPOOKING!**

**Page 11:** Cellophane tape—Minnesota Mining Co. Crepe paper—Dennison Mfg. Co., Framingham, Mass. Paint buckets—Lily Cup.

**40 MILLION ON THE MOVE**

**Page 29:** United Van Lines—Kelly-Sanders Inc., Public Relations, 4607 Hampton Ave., St. Louis 9, Mo.

**2 YOUNG WIVES SHOP SAME FABRIC**

**Pages 61-63:** *Sweet Pink Bedroom:* Carpet—"Pinnacle"—Magee Carpet Co., 295 Fifth Ave., N.Y.C. Pink coverlet—W. & J. Sloane, 575 Fifth Ave., N.Y.C. Bedroom furniture—Kling Factories, Mayville, N.Y. Pink Lamps—Bloomingdales, Lexington Ave. & 59th St., N.Y.C. Cigarette holders and ash trays—Georg Jensen, Inc., 667 Fifth Ave., N.Y.C. Fabric for draperies and dust ruffle—Everfast Fabrics, 70 W. 40th St., N.Y.C. Paint—"Confetti" No. 22, O'Brien Paints, 2001 W. Washington Ave., South Bend, Indiana. *Sophisticated Bedroom:* Carpet—"Durotwist", James Lees & Sons, 295 Fifth Avenue, N.Y.C. Quilted fabric for bedspread—Everfast Fabrics. White blanket—St. Mary's, 200 Madison Ave., N.Y.C. Bedroom furniture—Kling Factories. White lamps—Bloomingdales. Cigarette holder—Georg Jensen, Inc. Drapery fabric—"Alexandre" Everfast Fabrics. Paint—white flat, Sherwin Williams, 101 Prospect Ave., N.W., Cleveland, Ohio.

**HAVE FUN—PLAY "PAPER DOLL"**

**Page 64:** Credits for "After" picture of: WING CHAIR: Wallpaper—Katzenbach & Warren, 575 Madison Ave., N.Y.C. Carpet—Karagheusian, 295 Fifth Ave., N.Y.C. Leatherette on chair—Gilford Leather, 515 Madison Ave., N.Y.C. Lattishade (Natural)—Columbia Mills, 101 Park Ave., N.Y.C. Low Table—Paul McCobb. "The Fish" wooden sculpture—by John Broch from Bertha Schaefer. Floor lamp—Lightolier, 11 E. 36th St., N.Y.C. FRENCH CHAIR: Wallpaper—Katzenbach & Warren. Carpet—Firth Carpet Co. Checked glazed chintz on chair—Everfast Fabrics. Picture "Masks"—by Michael Lekakio, $50. Black & white water colors—Bertha Schaefer. Pink scalloped dish—Fenton Art. "Hide-a-bed" Sofa—Simmons, 206 Lexington Ave., N.Y.C. **Page 65:** WING-CHAIR: 1. Green cover—Stroheim & Romann. 2. Floral ("Granada")—Cyrus Clark. 3. Print ("Fantasia")—Riverdale Drapery Fabrics. FRENCH CHAIR: 1. Beige texture—Louisville Fabrics. 2. French print ("Fontana")—Waverly Decorative Fabrics. 3. Stripe ("Ballerina")—Waverly Decorative Fabrics. DAY BED: 1. Floral print ("lace flower")—Riverdale Drapery Fabrics. 2. Red print—Morton Sundour. 3. Plain green sateen—Avondale (Macy's).

**ADD-ON KITCHEN**

**Pages 66-69:** Cabinets, dishwasher—Youngstown Kitchens. Flooring, Acoustical Tile—Armstrong Cork Co. Countertops—"Pionite"—Pioneer Plastic Corp. Mixer, Coffee Mill—KitchenAid—Hobart Mfg. Co. Washer-Dryer Combination—O'Keefe and Merritt. Water Heater—Rheem. Oven, Surface Burners—Tappan Stove Company. Refrigerator—Servel. Franklin Stove—Portland Stove Foundry Co. Table—Carl Forslund. Clock—G. E.—Telechron. Chairs, bench, cornice board—Hitchcock Chair Co. Lighting—Moe Light Company. Television—General Electric. Step-stool and cart—Hamilton Mfg. Co. "Symphony" dinner plate, salad plate—French Saxon China Company. "Traditional" bead green goblet, pitcher—Imperial Glass Corp. Tangerine bowl, amber decanter, fruit, pitcher—Blenko Glass Co. Stainless knife, fork, salad fork—Oneidacraft Premier. Brown Flax Mat, Yellow Napkin—Leacock and Co. Spice jars—Heath Ceramics. Potato masher, wooden bowls, steak maul, spoons—J. Shepherd Parrish. Yellow porcelain enamel pans—Vollrath. Coffee carafe—Chemex. Curtain Fabric—Sheer Ninon—E. C. Carter & Sons. Drapery Fabric—"Cornflower" Riverdale. Wallpaper—"Bucksport"—Thomas Strahan. Ventilating Fan and Hood—TradeWind. Milk Glass Compote, pitcher, "Paneled Grape"—Westmoreland Glass Co. Walnut Canisters—Gladmark. Baskets—Royal Cathay. Pepper mill and salt shaker—George S. Thompson.

**GOOD VICTUALS**

**Pages 80-82:** 3-lite candelabra, A. H. Heisey and Co., Newark, Ohio. Emkay white wedgegrip candles—Muench-Kreuzer Candle Co., Syracuse 1, N. Y. Boiler and rack—Bloomingdales, N.Y.C. Oval glass jars—United States Glass Co., Tiffin 15, Ohio. White buffet plate with gold rim—Jack Orenstein Associates, 225 Fifth Ave., N.Y.C. Crystal basket with gold rim—Cambridge Glass Co., Cambridge, Ohio. Brussels Lace placemat—Dorothy C. Thorpe, Inc., 902 Madison Ave., Glendale, Calif. "Romance of the Sea" serving fork and spoon—Wallace and Sons Mfg. Co., Wallingford, Conn. Eagle Wm. Rogers pie stand—International Silver Co., 169 Colony St., Meriden, Conn. Mirro-matic electric fry pan—Aluminum Goods Mfg. Co., Manitowoc, Wisc. Poster—Courtesy American Airlines.

**CANDELABRA**

**Page 88:** Crystal candelabra—A. H. Heisey and Co., Newark, Ohio. Emkay candles—Muench-Kreuzer Candle Co., Syracuse 1, N. Y.

**TAKE A CAN OF PEARS**

**Pages 90, 91:** Round bowl with platinum decoration—United States Glass Co., Tiffin 15, Ohio. "Allegro" salad plate—Sascha Brastoff Products, Inc., 11520 West Olympic Blvd., West Los Angeles 64, Calif. Glass bowl and dish—Indiana Glass Co., Dunkirk, Indiana.

**FAMILY FOOD**

**Pages 96-98:** Pyrex baking dish—Corning Glass Works, Corning, N.Y. Pink placemat—Contemporary Weavers, Route 7, Box 4960, Dallas 31, Texas. "Nancy" dinner plate, "Rose Point" tureen—Pope-Gosser China Co., North 15th St., Coshocton, Ohio. Yellow tray—Social Stroller, Inc., Coshocton, Ohio. "Regal" serving spoon—Dirilyte Co. of America, Inc., 1142 South Main St., Kokomo, Indiana. "Fontana" serving fork and spoon—Towle Mfg. Co., Box 111, Newburyport, Mass.

**THEY'RE NEW, PLASTIC AND TUBBABLE**

**Page 102:** "Greek Key" bridge table cover—H. J. Stotter, Inc., 13 E. 16th St., N.Y.C. "Danish Modern" glasses—Gay Fad Studios, Lancaster, Ohio. Cigarette holder—Saxton, Inc., 11727 Mississippi Ave., West Los Angeles, Calif. Ashtrays—Dirilyte Co. of America, Inc., 1142 South Main St., Kokomo, Ind. Playing cards—Association of American Playing Card Manufacturers, 420 Lexington Ave., N.Y.C. "Dragonfly" placemat—H. J. Stotter, Inc. Linen placemats—Kemp and Beatley, Inc., 15 W. 34th St., N.Y.C. "White Bouquet" Queen Anne plastic-coated cloth—Dinkelspiel and Co. Inc., 6029-31 Hudson Ave., West New York, N.J. Ironrite Automatic Ironer—Ironrite, Inc., Mt. Clemens, Mich. Rubbermaid dishpan—Wooster Rubber Co., Wooster, Ohio.

**A PORTFOLIO OF AMERICAN HOME PATTERNS**

**Page 113:** Chair—Bonniers, N.Y.C.—Flooring—E. L. Bruce Co., Memphis, Tenn. Page 116: Slipcover fabric—Wellington Sears, N.Y.C. Curtains—Topsail cloth. Rug—Geo. E. Mallinson, 295 Fifth Ave., N.Y.C., "Taki", 5x8', approx. $50. Page 111: Fabric on wall—Grief, Heritage Series, N.Y.C. Chair—Cochrane Chair Co., Aurora, Ill. Rug—Waite Carpet Co., N.Y.C. Table—Herbert Lanning, N.Y.C.

**HOW TO INSTALL A CEILING FIXTURE**

**Page 118:** Lighting fixture—Moe Light Div. of Thomas Industries, Inc., 410 S. Third St., Louisville, Ky.

**HOW TO MAKE A CORNER CADDY**

**Page 128:** Masonite Tempered Presdwood—Masonite Corp., 111 W. Washington, Chicago, Ill.

**THE WASHBURN DE MOTTES LIVE HERE**

**Pages 139-141:** Black and white tiles—Kentile, Inc., 58 Second Ave., Bklyn, N.Y. Scene-O-Rama mural—Wall Trends, Inc., 509 Madison Ave., N.Y.C. Louvered doors—Paul Heinley, 1620 Euclid St., Santa Monica, Calif.

**HOW TO CRYSTALLIZE FLOWERS**

**Page 147:** Dennison Duplex Crepe Paper—Dennison Mfg. Co., Framingham, Mass.

**HOW TO KICK UP YOUR HEELS**

**Page 149:** Karpet Squares—Allen Industries, N.Y.C. All women's shoes—I. Miller, Empire State Bldg., N.Y.C. Clothing—Courtesy of Encore Shop, 1132 Madison Ave., N.Y.C. Glazed Ceramic Mosaic tile—Murals, Inc., 16 E. 53rd St., N.Y.C. Matchweave in screen—Sackner Products, Inc., 901 Ottawa Ave., Grand Rapids, Mich. Imported Grass Mats—Miles Kimball Co., 126 Band St., Oshkosh, Wisc. Felt binding—Continental Felt Co., N.Y.C.

**INFORMATION**

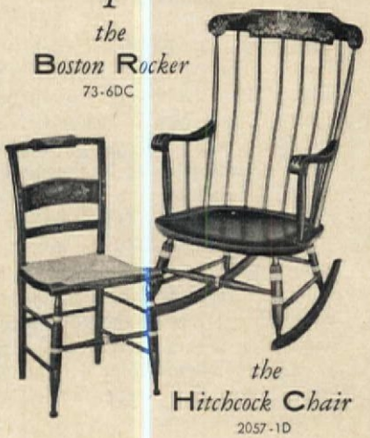
United Van Lines: page 29: Hardwood Plywood Institute: page 116. American Home Lighting Institute: page 118. Barbara Lenox: page 120. Lawrence H. Selz Org., Inc., 221 N. La Salle St., Chicago 1, Ill., page 128. Dennison Mfg. Co., Framingham, Mass.: page 147.

**PHOTOGRAPHS**

Kranzten Studios: pages 16-21, 66-69, 122, 123. Warren Reynolds, Infinity, Inc.: pages 27, 74, 75, 76-79. Don D. Nibbelink, 230 Holly St., Brockport, N.Y.: pages 22, 29 (top). Kelly Zahrndt & Kelly, 2343 Hampton Ave., St. Louis 10, Mo.: page 29 (except top). Otto Maya: pages 30-54, 112 (top). Roche: pages 56, 57, 138. F. M. Demarest: pages 61-63, 64, 65, 88, 102, 139-141. Camera Associates: pages 101, 108 (bottom). Frank L. Gaynor: pages 106, 108. Hans Van Nes: page 113 (top). Peter Nyholm: pages 112 and 113 (bottom), 130. Chicago Photographers: page 118. Julius Shulman: page 120. Photographers National Clearing House, 527 E. 72nd St., N.Y.C. 21: pages 124, 126. Masonite Corporation: page 128. George de Gennaro: page 152. DRAWINGS: Sigman-Ward: pages 142-144.

# Early American Reproductions

*the* **Boston Rocker**
73-6DC

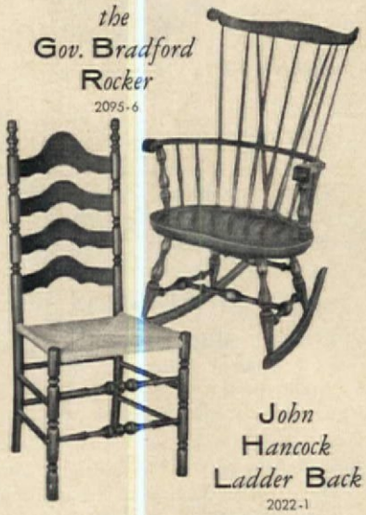


*the* **Hitchcock Chair**
2057-1D

The Boston Rocker was the *first* rocker ever made... way back about 1800. This reproduction faithfully copies the high gilded top rail, the slender tapering back spindles, and the low-slung saucer seat of an early model.

The original Hitchcock also dates back 100 years or more, and is here exactingly reproduced in fine detail. Even the genuine rush seat is hand-woven, just as it was done by the Colonists themselves.

*the* **Gov. Bradford Rocker**
2095-6



**John Hancock Ladder Back**
2022-1

The high, braced comb-back, with its carved head rest, and the sweeping armrail of this comfortable rocker are characteristic of the many and varied Windsors of pre-Revolutionary times.

With its four slightly curved back slats, sausage-and-ring turnings, and its hand-woven flagg seat, the John Hancock Ladder Back is obviously of colonial New England origin... and is also available in manor house armchair style.

*These and other reproductions at better furniture and department stores*

1857 1957 100th ANNIVERSARY Windsor

*The Home of Windsor Chairs*

## Nichols & Stone

**Send for Booklet!**
"How To Choose The Right Colonial Chair," with helpful ideas, interesting illustrations, and historical information.



**NICHOLS & STONE CO.**
**Box 110, Gardner, Mass.**

Please send me your 32-page booklet "How To Choose The Right Colonial Chair." Enclosed is 25¢ in coin.

Name_____

Street_____

City_____ Zone____ State_____



These 18" squares of carpeting do what floor tiles have done for years; they can be laid in patterns or at random, come in many colors. Adhesive-backed for simple installation. You can remove heavy soil with a cleaner recommended for rubber- or latex-backed cotton carpeting, light soil with carpet sweeper or broom. If a section of carpeting becomes worn, simply replace a few squares.

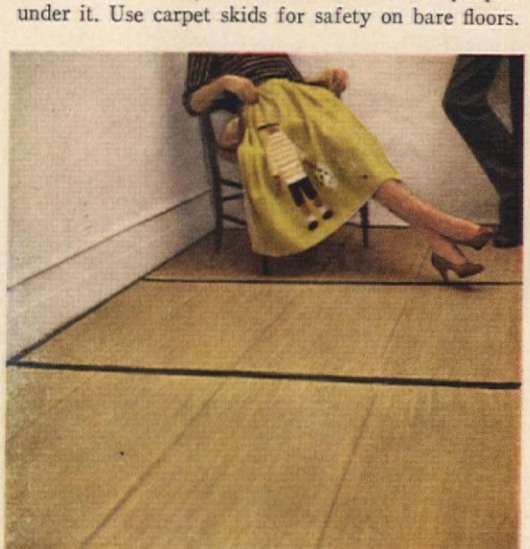
If you need an exciting flooring for a small area, such as an entrance hall, dining area, or bathroom, choose glazed ceramic mosaic tile. Available in over 150 colors, they come mounted on sheets about 1′ square so they can be installed faster than standard tiles. Apply to any backing that's smooth and dry—wood, masonite, cement plaster or gypsum—with mastic adhesive. Price is around $2.85 per sq. ft.



# HOW TO KICK UP YOUR HEELS

*Having floor problems? Your feet may leave the ground when you see the* low *cost of some of these colorful solutions! Easy to install, they're all good projects for beginning "do-it-yourselfers"*

You may very well be floored when you hear this good news: a 9x12′ rug for approximately $10! Made of 3x6′ grass-cloth mats, it takes six mats to make a rug this size and it's easy to do. Simply bind mats with bright-colored felt or hemming tape and sew together to form a rug. If the rug is in a place where it'll get heavy use, it's smart to use a carpet pad under it. Use carpet skids for safety on bare floors.





When floors look "down at the heels," it's unbelievable what a paint job will do! We advise you to use lacquer paint when you paint over linoleum, vinyl or rubber tiles. Other paints might cause some chemical reaction that dissolves surfacing. Lacquer paints come in many rich colors, make beautiful backgrounds for throw-rugs or stencil designs. Finish with one or two coats of thin shellac and a coat of wax.

See "Where Credit Is Due," page 148




"How we use Murine to rest our eyes"

Deborah Joan and Mrs. Bob Considine

*newspaper and magazine columnist, and star of The Millie Considine radio program.*

"Deborah Joan has learned one of my pet comfort tricks," says Mrs. Bob Considine. "She enjoys using Murine as much as I. We like the cool, refreshing feeling Murine gives our eyes. It's wonderful after a day outdoors in the wind and sun." Great tip to remember next time your eyes feel slightly tired or tense. Murine's always safe, gentle and soothing. Now with new *unbreakable* dropper which is handy and easy to use.

MURINE for your eyes*



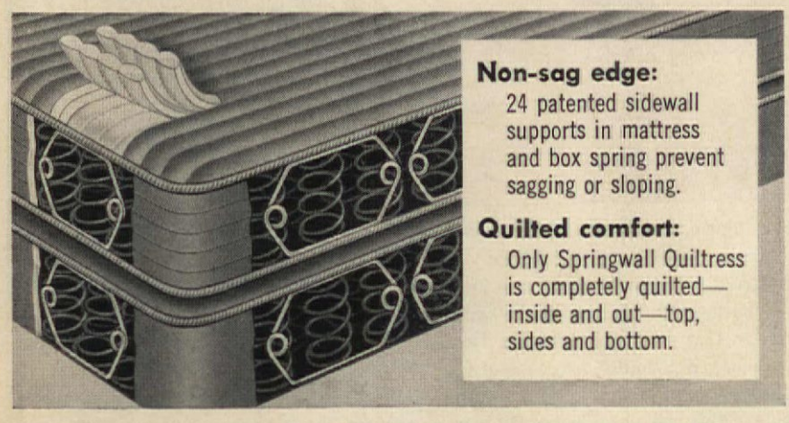
The Murine Co., Inc. Chicago, U.S.A. *Trademarks Reg. U.S. Pat. Off.

# Even edge-sitting won't break down a Springwall Quiltress...

*... the mattress with exclusive sidewall supports that give it a positively non-sag edge!*



**You get years of extra sleeping comfort** on a Springwall Quiltress . . . the mattress with exclusive non-sag edge. This luxury-sleep mattress is completely quilted . . . inside and out . . . top, sides and bottom with extra-deep layers of cotton felt over specially designed inner springs. Springwall Quiltress cradles you firmly but oh-so-gently in deep-cushioned, button-free comfort. And the exclusive non-sag edge of the Springwall Quiltress gives you firm, correct body support, whatever you weigh, wherever you lie . . . full edge-to-edge sleeping comfort. See the Quiltress at leading furniture or department stores everywhere. **$79.50** Matching box spring (with non-sag edge) $79.50



**Non-sag edge:**
24 patented sidewall supports in mattress and box spring prevent sagging or sloping.

**Quilted comfort:**
Only Springwall Quiltress is completely quilted—inside and out—top, sides and bottom.

**springwall** *Quiltress*®

*... with the non-sag edge!*

*Springwall mattresses and box springs are guaranteed against structural defects*

USE-TESTED by McCalls

Guaranteed by Good Housekeeping

Manufactured by: HAGGARD & MARCUSSON, Chicago; ECLIPSE SLEEP PRODUCTS, New York, Los Angeles, Boston; SOUTHERN CROSS SLEEP PRODUCTS, Atlanta, Tampa; HARMON MANUFACTURING COMPANY, Tacoma; KING KOIL SLEEP PRODUCTS, Saint Paul. Also manufactured in Montreal, Toronto, Winnipeg and Vancouver, Canada; England, Australia and New Zealand

(Begins on page 71)

In 18th Century design—Sheraton, Hepplewhite, Chippendale—elegance and refinement are supreme. For these furnishings, larger-leaved begonias are ideally suitable, and African violets, gloxinias, flowering maple, camellias and gardenias. In foliage plants there are dracaenas, fancy-leaved geraniums, coleus, velvet-plant, smaller-leaved philodendrons, and many more.

Oriental design, though not so popular as a few years back, still has its adherents and probably always will. To complement it, plants must have "interest"—the curving stem of an older Chinese evergreen (aglaonema), the gnarled character of a redwood burl, and the like. Other foliage plants include crown-of-thorns, jade plant, aralia, schlefflera, podocarpus, polyscia. Flowering plants: shrimp-plant, bird-of-paradise, anthuriums, cane-stemmed orchids.

In modern decor we find simplicity, contrast, boldness. For all-green foliage I'd suggest citrus plants, fiddle-leaf rubber-plant, scheffleras, monstera, large-leaved philodendrons, podocarpus, heavy-leaved ferns; for distinctive texture, various cacti and succulents; for leaf color, caladiums, variegated pothos, dracaenas, anthuriums, crotons, foliage begonias. If you want flowers, keep colors bold, choose heavy-leaved plants—amaryllis, anthuriums, orchids, callas, cobra-plant.

"Conglomerate" (and it's *not* meant disparagingly!) is the kind of decor that most of us have and prefer—a happy, livable combination of several or all the other styles. And it's here, perhaps, that plants can do most by tying together diverse lines and colors into a pleasing whole.

Any of the plants suggested for the other styles can be used, and selection is a matter of choosing the right plant for the setting in which it's to be placed. Pick a bold, sturdy-looking plant for massive, functional furniture; a more delicate-seeming one for a "lacier" setting. And choose a color that will "go" with the area in which it will be seen.

*What Plants Need*

All plants need light, and so if you want them to last you'll have to keep them in or very near a window—unless, of course, you plan to become a hobbyist and grow them under fluorescent lights. Some of the foliage plants last quite a long time in poorly lighted spots, but sooner or later they have to be replaced.

As a general rule, flowering plants need sun at least part of the day and foliage plants need good light but no direct sun. So most flowering plants should go in unobstructed south, west or east windows; most foliage plants in unobstructed north windows or any other windows that do not get full sun. Virtually all cacti need full sun, as do many of other succulents.

*BASIC CARE OF HOUSE PLANTS*

*WATERING. Water only when necessary: then soak well. Check soil every day or every other day; if dry to touch, water; if moist, do not. Three or four times a year, water plants in sink, so that excess fertilizer salts are washed out and not drawn back into the pot from the saucer.*

*FEEDING. Feed with completely soluble plant food—in water—every two weeks in spring, summer and fall; once a month in shortest-day period of winter. Use half to three-fourths application rate recommended on package.*

*TURNING. Give pots a quarter-turn every week so all sides of plants are equally lighted. If practical, shift plants occasionally to give each the benefit of the best locations.*

*DRAFTS. Keep all plants out of cold drafts during the winter.*

*INSECTS. Watch for insect pests. If you spot any, spray plants thoroughly with all-purpose insecticide like malathion; or better, submerge plant and pot in pail of solution.*

*REPOTTING. Most plants benefit from repotting every year or two, and larger-growing ones need shifting to next-larger pots. Use well-rotted compost; or make mixture of one-half topsoil, one-quarter peatmoss, one-quarter sand; or buy potting soil.*

Sun-loving plants, which should only be grown in south or southwest windows, include: geraniums, amaryllis, wax begonias, shrimp plant, gardenia, crown-of-thorns, heliotrope, llantana, oxalis, clivia, Christmas cactus.

Flowering and foliage plants that need part-day sun (east or west windows) include: African violets, most begonias, flowering maple, anthurium, caladium, dracaena, cyclamen, fuchsia, impatiens, wax plant, artillery plant, primroses, pothos, strawberry geranium.

In north, northeast and northwest windows which get little or no direct sun, the great majority of foliage plants will do well. That is, of course, if heavy-material curtains or partly-closed Venetian blinds do not reduce the light substantially.

Most of the popular house plants get along all right in our average home temperatures, 70° to 80°. Sometimes, though, very low humidity makes it necessary to stand the pots in a tray of gravel, sand or vermiculite, kept moist at all times, in order to provide sufficient air-moisture. Plants that need a cooler temperature, 60° to 70°, include geranium, amaryllis, kalanchoe, fuchsia, Christmas cactus, and some begonias. Perhaps these can be kept in the bedrooms most of the time and brought out only for decorative effect when in flower. THE END




now, in power tools, too,

if it's Remington, it's right!

powers a whole workshop of attachments!

OPERATES THESE AND MANY MORE



PLANER



SANDER

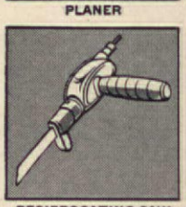
Model 149B. ¼-inch electric drill; AC-DC; 25 to 60 cycles; 115 volts; 2,500 rpm. At $28.50—more power per dollar—attachments not included.*

*Specifications and recommended price subject to change without notice.

Here's an electric drill with power to spare! Now you can assemble a complete, low-cost home workshop around just one powerful tool — the Remington 149B drill by Mall. It's precision-built to handle most any job . . . to give a lifetime of rugged service. Fits planer, sander, saw and dozens of other attachments. Does many jobs out of the workshop, too, from hedge trimming to car polishing.

**SEND FOR FREE 16-PAGE CATALOG** showing every type of electric hand tool. Tells what each tool will do. Gives prices and specifications. No cost, no obligation. Send coupon today.





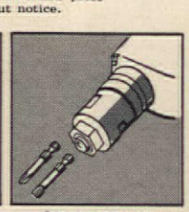
RECIPROCATING SAW



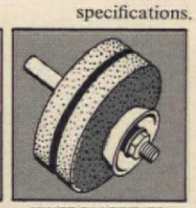
METAL NIBBLER



HEDGE TRIMMER



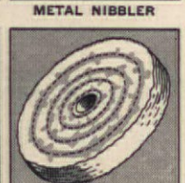
SCREW DRIVER



KNIFE SHARPENER



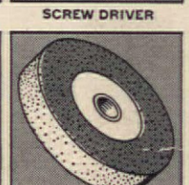
WIRE BRUSH



RAG BUFF WHEEL



DRILL



GRINDING WHEEL



SLITTING SAW

Remington Mall®

MALL TOOL COMPANY
Division of Remington Arms Company, Inc., Bridgeport 2, Connecticut
In Canada: Mall Tool, Ltd., 36 Queen Elizabeth Blvd., Toronto, Ont.

MALL TOOL COMPANY AH-10
Division of Remington Arms Company, Inc.
Bridgeport 2, Conn.

Please send, without obligation, FREE, illustrated catalog on electric tools.

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____









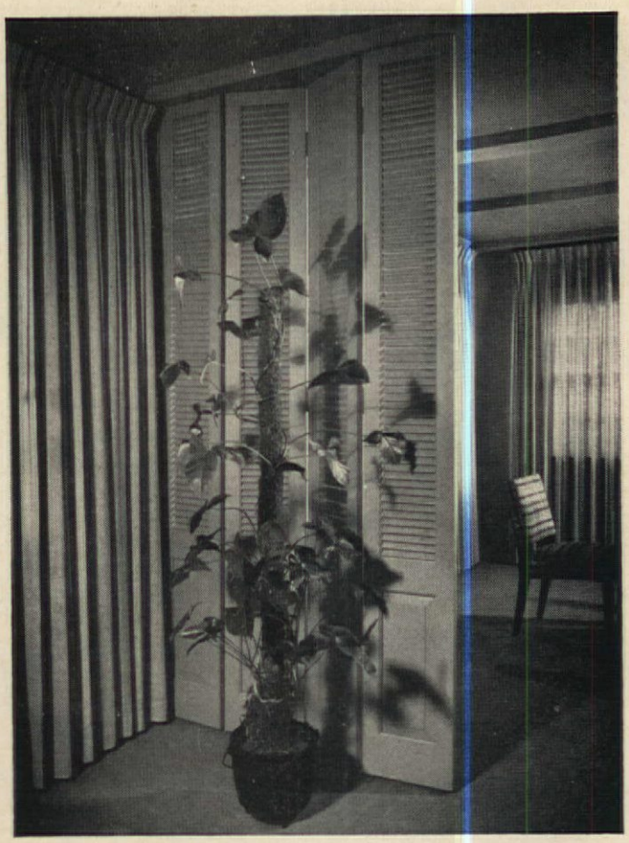


FROM DETECTIVE AGENCIES TO CATERERS
*whatever you need-*
Find It Fast In The Yellow Pages
Ads with this emblem make your shopping easier




In modern homes where openness of plan sometimes negates the pleasure of "separate" rooms, various types of room dividers can be devised. Here the entrance from the front door into the living area is screened by a raised divider which not only offers the privacy of a separate entry, but provides storage and a buffet or bar counter for the dining area. Though structurally the pole is unnecessary, its line and color make it very decorative.

# DIVIDE AND MULTIPLY



Tall shutter doors give a feeling of division to a room where the dining table is in one end. They make two rooms out of one, but in addition to the practical angle, give a dramatic effect to the room. Doors are hinged to a molding that runs up the wall from the baseboard to the ceiling beam. The old iron kettle, used as a plant container, repeats the black accents in the room. Coarse textured cotton casement curtains diffuse light pleasantly.




*even painting overhead*

**NO MORE PAINT-STAINED HANDS**

Paint washes right off when you're wearing "invisible gloves" of Du Pont PRO-TEK hand cream. Just smooth it on before painting . . . then rinse it off, along with the stains. Leaves hands wonderfully clean. Use Du Pont PRO-TEK before any dirty job in house, garden or garage. At drug, hardware, paint and auto-supply stores




**Du Pont PRO-TEK**

DU PONT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

**Shrinks Hemorrhoids New Way Without Surgery**

**Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids**

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*) — discovery of a world-famous research institute.

This substance is now available in *suppository* or *ointment form* under the name *Preparation H.** Ask for it at all drug counters — money back guarantee.

*Reg. U. S. Pat. Off.

**Fireplace IDEAS?**




Here's a big colorful catalog loaded with decorative ideas to flatter or refresh any type or size fireplace. Shows how Flexscreen curtains, andirons, firesets and other accessories make your fireplace a showplace! Send 25¢ for your copy —32 pages of "fireplace fashions" from Flexscreen—leading authorities on hearth decoration. **Bennett-Ireland Inc. 2107 Water St. Norwich, N.Y.**

*Flexscreen*®



*the finest* **PUTTY KNIVES** *are* **Red Devil Tools.**

**DON'T BURN LEAVES!**

Make leaves, other waste, into rich fertilizer with science-discovery, **ActivO.** Quick. EASY. Low Cost. See garden-supply dealer. Send *Now*, for complete *Free* details.

**ACTIVO LAB., Bridgeton 20, Indiana**

**HOT, TENDER FEET?**

*Dr. Scholl's Foot Powder* quickly relieves hot, tired, tender, perspiring, odorous feet. Eases new or tight shoes. *Get a can today!*

**Dr Scholl's FOOT POWDER**






ROTARY MOWER — LEAF MULCHER

- Mulches 30" width! . . . *Twice* the power of ordinary mulchers . . . gets rid of leaves *fast!* . . . 5-HP.
- *New* Steering Sulky, *New* Optional Starter, *New* Rotary Cultivator — 23 attachments for year-round work. Snowblower, Snow Plow, Chain and Circular Saws for Fall and Winter jobs . . . *Finance Plan available!*

Write today for FREE 24-page "Power vs Drudgery" Booklet!

GRAVELY TRACTORS, INC.
BOX 1013 DUNBAR, W. VA.
FIELD-TESTED SINCE 1922



## What Do 3 out of 4 Doctors Recommend to Relieve Pain?

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here's why Anacin® gives you better *total* effect in relieving pain than aspirin or any buffered aspirin:

- **ACTS INSTANTLY:** Anacin goes to work *instantly*. Brings fast relief to *source* of your pain.
- **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of effective, medically proven ingredients.
- **SAFER:** Anacin simply *can not* upset your stomach.
- **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin *today*.



HYPONex®
SOLUBLE PLANT FOOD COMPLETE
Grows Better Plants in Soil, Sand or Water
Simply dissolve and water all your house plants, garden flowers, vegetables, shrubs and lawn. Feeds instantly. If dealer can't supply send $1 for 1 lb. Makes 100 Gals.
Guaranteed by Good Housekeeping
HYDROPONIC CHEM. CO., Copley, Ohio, U.S.A.



**Become a LANDSCAPE SPECIALIST**

Increase your earning power. Easy, authoritative home-study method. Modern landscape and garden design, horticulture, drafting, etc. Successful graduates. 41st year. Catalog. American Landscape School, Dept. 4107, 4508 Franklin Ave., Des Moines 10, Iowa.



## Free Book on Arthritis And Rheumatism

HOW TO AVOID CRIPPLING DEFORMITIES

Explains why drugs and medicines give only temporary relief and fail to remove the causes; tells all about a proven specialized non-surgical, non-medical treatment which has proven successful since 1919. Write for this 36-page FREE BOOK today.

Ball Clinic, Dept. 608, Excelsior Springs, Mo.



## Callouses

Pain, Burning, Tenderness on Bottom of Feet

SUPER-FAST RELIEF!



For the fastest relief imaginable, use *Super-Soft* Dr. Scholl's Zino-pads. They also remove callouses one of the quickest ways known to medical science. At Drug, Shoe, Dept., 5-10¢ Stores.

Dr Scholl's Zino-pads


# Paper Doll Upholstery

(Begins on page 64)

house. But in the same room with daughter's store-bought furniture, and daughter's children, satin so right in a drawing room is ever so wrong in a family living room. But having inherited the adorable little chair, we use it, naturally. And we MAKE it right by covering it in a Provincial check or gay little stripe—so easily is it taken down the social scale!

Of course, if the little family is yet to be reckoned with or you covet it for your own bedroom, try on the black or white gilt fabric for size. Just as elegant, but how much more chic in a little house than the pomp of satin!

But not all autumn do-overs are chairs. So let's take an average Lawson sofa (or sofa bed) as our next problem. How about that? Fabric will make practically anything you want out of that sofa—modern, 18th Century or Provincial—what's your pleasure? For fun let's start with the singing red fabric, the chessmen sharp in black and white and yellow, and you've the beginnings of a cool setup, Mrs. Modern-Minded. Oh, but you like it pretty? Play with the floral, and can you ever believe it's the very smart sofa!

Well, that's what we've been saying right along: Fabric is a wonderful thing—and imagine a grown-up woman learning her decorating A-B-C's while she's playing paper dolls!

THE END

# MALE CHEFS OF THE EAST— YOUR OPINION PLEASE!

*A gentleman reader of Good Victuals—Mr. Leo J. Morehead of California, to be exact—who would like to know your steak technique, writes: "Among the chefs of California there appears to be two schools of thought on steak cooking. One, to sear the steak on both sides and then cook. The other, to cook one side and then turn and complete. If it is at all possible, I would enjoy hearing the opinions of the chefs of the East on this matter."*

*We will, of course, forward all of your letters to Mr. Morehead.*


the secret's in



West Bend's true balanced heat

over every inch of cooking surface



BIG 11" x 11" FAMILY SIZE

EXTRA DEEP 3¾ QT. CAPACITY

WEST BEND®

Automatic Skillet

Yes . . . you're in on the secret, too. The reason West Bend's Automatic Skillet offers such perfect cooking results is true "balanced heat." This amazing feature means that the temperature you dial is evenly "balanced" over every square inch of cooking surface. Never a hint of "hot" or "cold" spots. All 'round pouring lip and vent-type cover are other "best by West Bend" features. With polished aluminum cover, $22.95*, with copper color cover, $23.45*.

WEST BEND ALUMINUM CO., Dept. 63a, West Bend, Wisconsin

*INCLUDES CORD AND EXCISE TAX



FLAVO-MATIC COFFEE MAKERS



CANISTER SET



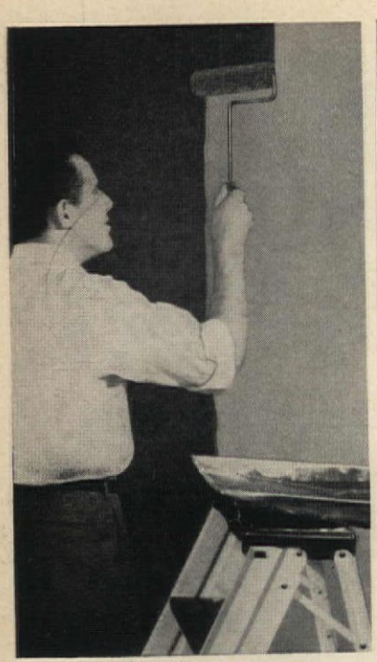
TRIG TEA KETTLE



24, 50, 72 CUP PARTY PERCOLATORS

WEST BEND FASHIONING NEW IDEAS FOR HAPPIER homemaking

AT HOUSEWARES, HARDWARE, GIFT AND APPLIANCE STORES. PRICES SLIGHTLY HIGHER IN CANADA AND HAWAII



MAKES ROOMS BEAUTIFUL




- Flows on easily over any interior wall surface.
- One gallon does the walls of an average room.
- Guaranteed washable or your money back.

**BORROW THIS BOOK FREE!**

New Color Harmony Book takes guesswork out of decorating. 1500 lovely color schemes. An exclusive service of your Super Kem-Tone, Kem-Glo® dealer

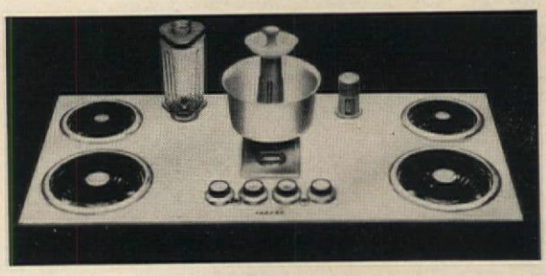



# LOOK... IT'S NEW!

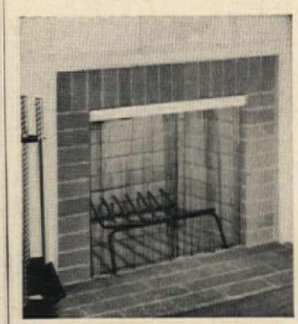


*Speed-up can opener (above right) is electric! Insert can, press button and lid whirls off fast. Called "Canolectric," it costs $29.95 from Klassen Enterprises, Inc., 22105 Meekland Avenue, Hayward, California.*

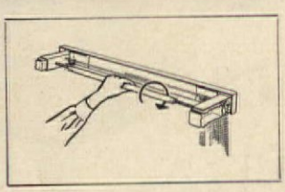
Here's another electric can opener, but this sits on counter top. Specially designed cutter blade permits opening any shape can, oval, round, rectangular, square. Magnet holds can lid, tilts back when can is opened. Replaceable cutter blade readily removed for cleaning. In three colors and white; from Burgess Vibrocrafters, Inc., Grayslake, Ill. Cost: $24.95.

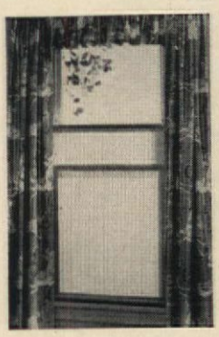


Here's a built-in cooking unit that has a special genius for putting the things a cook needs to work with at her fingertips. Designed to be flush mounted, it drops into any counter top without losing valuable drawer space. Recessed speed dial in the center connects with meat grinder, blender and knife sharpener attachments, permits full use of the working area when the unit is not in use. The 42-inch surface has four cooking units. Made by Tappan Stove Company, Mansfield, Ohio. Food preparation center and attachments are by NuTone, Madison and Red Bank Street, Cincinnati 27, Ohio.



*This built-in recessed firescreen locks firmly into any fireplace. No tools, no special fittings are necessary to install it. Only accurate measurements of your fireplace are needed. At each end of screen is a pressure device which adjusts itself to lock into fireplace opening with a few simple turns of the tightening rod. Top bar is in brass, copper or black, pull-chain mesh curtain in black or brass finish. $39.95 in stores. Made by Fred Meyer, 1499 Potrero Avenue, San Francisco, California.*



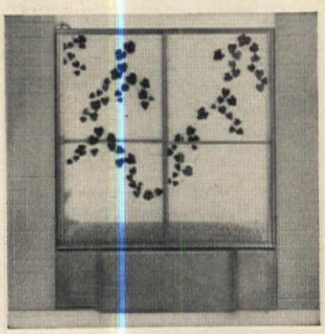


*New window shade with a shade cloth has a self-stripe, vinyl coating, comes in white and beige. Its cost is only $2.95 for an average window, Perfect for nursery windows installed bottoms-up, since it shuts out drafts. From Joanna Western Mills Co., 22nd and Jefferson St., Chicago 16, Ill.*

Painting with polka dots is the newest technique to come out of an aerosol container! Sapolin Paints Inc., at 205 E. 42nd St., N.Y.C. describes this method as a simple way to get any size polka dots on any surface with an ordinary spray can. You just remove the brass valve pin from the nozzle spray head of the aerosol container, hold the can at the right distance for the desired polka dots and spray away. The further away, the smaller the dots! Polka dots of many colors can be applied at the same time without waiting for the previously applied ones to dry. A varied effect can be obtained by applying polka dots to a solid color base coat.

Woodworkers will appreciate the usefulness of an ingenious little compound angle calculator called "Miterite." About 6" in diameter, the dial is divided into 5° divisions of a right angle. A movable scale, set on a desired angle, immediately calculates the miter and tilt angle necessary to set a miter saw. Compound angles ranging from 3 to 8-sided objects can be easily set and cut on a table or radial arm power saw, a fact professionals or amateurs will appreciate. Dial is $1. From Miterite, Campbell, California.

*Shower enclosures (right) take to nature with these new Acrylite panels embedded with ferns, fabrics, flowers, and as this one shown here, with ivy vines. Colors and designs are permanent; panels are impervious to moisture, easily wiped clean. The bathtub enclosure is about $77.95 from Wasco Products, Inc., Bay State Road, Cambridge, Mass.*



*New electric organ for homes and churches reproduces sounds taken from world famous pipe organs through a process of copying sounds with light beams and photo-electric cells. Sounds complicated, but the effect is amazing. About the size of a spinet piano, the organ is made by the W. W. Kimball Co., Melrose Park, Ill.*



PRINTED LETTERPRESS IN THE U. S. A. BY THE CUNEO PRESS, INC.



Floor is Armstrong Cork Tile, Style 410 in Mocha Tan.

# it took a bit of brass... and a cork tile floor



Armstrong Cork Tile is just right for a bedroom floor. It has rich, natural color and texture. It looks so luxuriously warm and comfortable and *feels* that way — even to bare feet. Cork Tile is wonderfully easy to keep clean, too. A whisk of the mop and every speck of dust and lint is gone from its beautiful, smooth surface. In this distinctive bedroom, the Armstrong Cork Tile floor furnishes a handsome background for lace, brass, and velvet. As an added touch of elegance, hollow diamonds of brass with centers of gleaming white vinyl are set right into the floor — one of today's most dramatic new decorating ideas. For your really important rooms, there's delightful luxury at surprisingly reasonable cost waiting for you — when you have modern, fashionable floors of Armstrong Cork Tile.

**SEND 25¢ FOR NEW BOOK, "SUCCESSFUL DECORATING,"** 32 color pages full of ideas and color schemes for every room. Description of this distinctive bedroom, with complete list of furnishings, is also available, free of charge. Write Armstrong Cork Company, 5710 Pine Street, Lancaster, Pennsylvania.

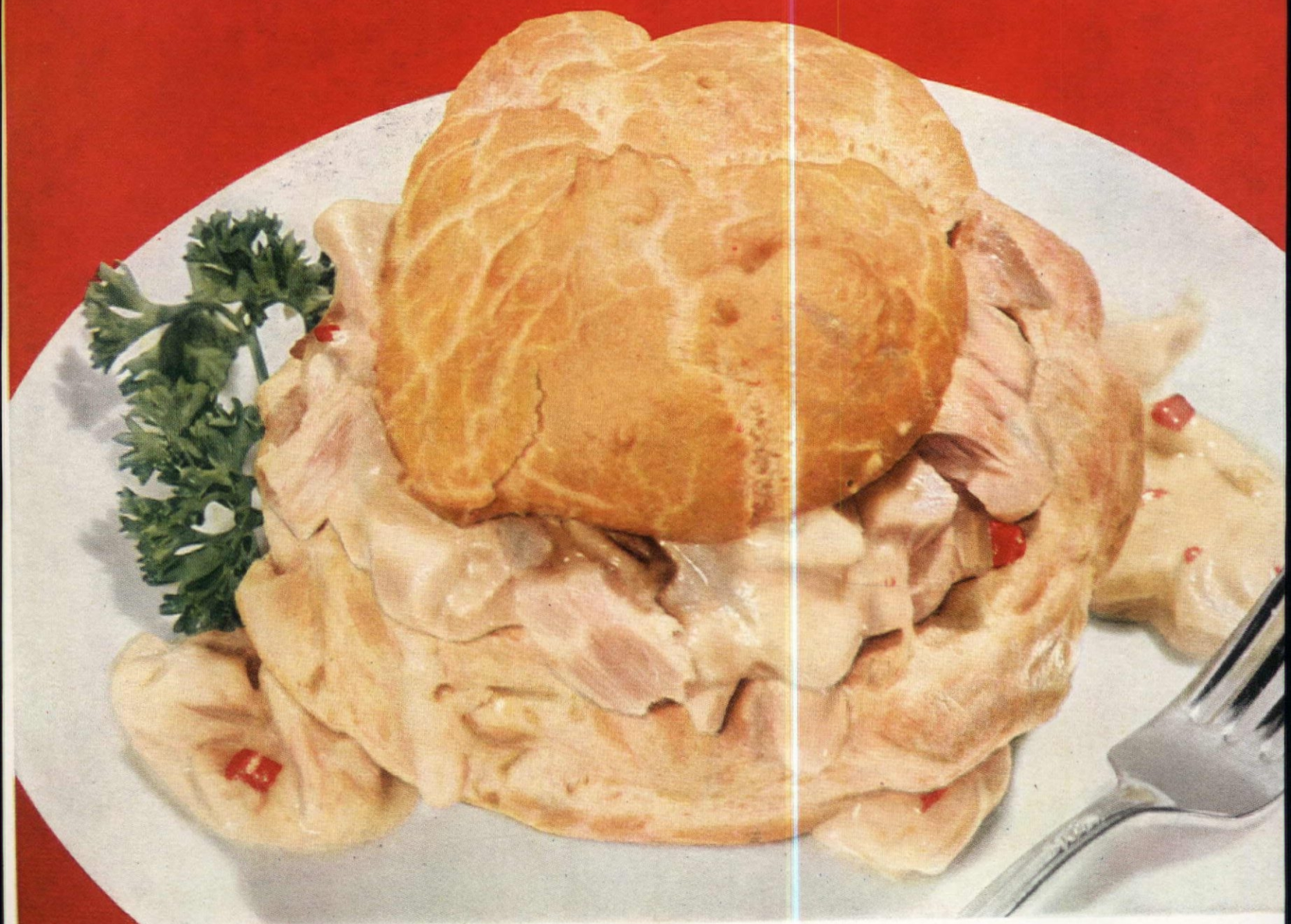
**Armstrong**

THE MODERN FASHION IN

**FLOORS**

LINOLEUM • INLAID VINYL CORLON® • EXCELON® VINYL-ASBESTOS TILE • CUSTOM CORLON PLASTIC TILE • RUBBER TILE • CORK TILE • ASPHALT TILE • LINOTILE®

# New main dish–TUNA PUFFS!



QUICK! Easy-do filling made with light, tender

## Star-Kist Tuna!




Cut tops from the puffs and spoon them high with a creamy, mix-in-a-minute Star-Kist Tuna filling:

Mix and heat 2 cans condensed cream of celery soup, 1 tsp. dry mustard, ⅔ cup milk, 1 tbsp. lemon juice, 2 tbsp. chopped pimiento, 2 egg yolks, beaten, two 6½-oz. cans Star-Kist Tuna, ½ cup cut-up sautéed mushrooms. Fills 6 big puffs.

Tuna Puffs make a mighty man-pleasing meal that's cook-pleasing easy. Try them soon, like say . . . *tonight!*

*Save 10¢* Coupon worth 10¢ on Star-Kist Tuna in special packages of Betty Crocker Cream Puff Mix! This offer is void in States of Washington and Kansas.

The flavor secret is *Ocean-fresh Star-Kist Tuna*

NEW! For homemade-heavenly puffs:

## Betty Crocker Cream Puff Mix



**QUICK! EASY!** You just add water and fresh eggs t our new Cream Puff Mix . . . for crispy-tender, golde rich puffs! Split them. Fill them. You have a fabulou main dish ready to serve. Economical, too! You ca make 12 big puffs for as little as 4¢ each. And our co venient 2-stick pack lets you bake 6 at a time for small get-togethers. Bake some soon—gather compliments!




**"Puff after puff, they'll come out perfect* —I guarantee it!"**
Betty Crocker

*PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.